



THE ROLE OF ENGLISH TERMINOLOGY IN GLOBAL COMMUNICATION, AND THE ESTABLISHMENT OF ENGLISH AS THE LANGUAGE OF INTERNATIONAL SCIENCE AND COMMERCE

Makhmudova Maftuna Zafar kizi

English Teacher of Asian University of Technologies

Tel:+998906099822

e-mail:mahmudovamz2298@gmail.com

Abstract:

This article explores the growing importance of English terminology in international communication and examines how English has become the dominant language in global scientific and commercial spheres. It analyzes the benefits of a shared linguistic framework for knowledge exchange and business operations while addressing the challenges related to linguistic equity, cultural diversity, and epistemological inclusion. Drawing on the latest academic research and global trends, the article advocates for a balanced, multilingual future that leverages the strengths of English while preserving linguistic plurality.

Keywords: English terminology, global communication, science, commerce, linguistic dominance, multilingualism, knowledge economy.

Introduction

In the 21st century, English has evolved from being a colonial legacy to becoming the primary language of global interaction. From academic publishing to international business, English terminology serves as the foundation for cross-border communication. This linguistic shift is not merely a cultural trend but a structural component of globalization, deeply rooted in the knowledge economy, digital transformation, and geopolitical dynamics.

Recent studies, such as the University of Exeter's 2024 report, reveal that English is not just an optional tool but a necessary medium for participation in global science and commerce. In this context, terminology—domain-specific language used in research, innovation, and trade—plays a critical role in enabling precision, interoperability, and accessibility.

2. English Terminology in Global Communication

English terminology has become the standard for international communication in virtually all major sectors:

Academic research: Over 95% of indexed journals in science and technology are published in English (Elsevier, 2024).

Conferences and diplomacy: English is the working language of institutions like the UN, WTO, and WHO.

Digital platforms: Global tech companies standardize user interfaces and documentation using English technical terms.

According to Montgomery (2023), English now acts as the "linguistic infrastructure" of science, allowing researchers from diverse nations to collaborate using shared vocabulary such as genome editing, machine learning, or supply chain optimization.

Moreover, standardized English terminology facilitates interdisciplinary research, where scholars from various fields use unified language to describe complex phenomena (Mauranen, 2023).

3. English as the Language of International Science

The establishment of English as the language of science has accelerated in recent decades. A majority of prestigious scientific journals—Nature, The Lancet, Science, and IEEE Transactions—publish exclusively in English. This has created a global platform for knowledge exchange but has also raised issues of epistemic inequality.

Canagarajah (2023) and Phillipson (2024) warn that non-native English speakers face significant barriers in publishing, presenting, and gaining recognition. Their research highlights:

Increased cost (financial and cognitive) of writing in English

Bias in peer review against non-native expressions

Underrepresentation of research grounded in non-Western perspectives

Still, many international scholars view English as a neutral, practical tool—especially when supported by inclusive editorial policies, translation services, and education in English for Specific Purposes (ESP).

4. English in Global Commerce and Trade

In business, English terminology plays a similar role. From marketing and finance to logistics and e-commerce, English enables consistent terminology across global markets:

Terms like branding, outsourcing, AI integration, KPI, and cybersecurity are standard in multinational organizations.

Companies such as Samsung, Nestlé, and Airbus use English as their internal language, regardless of their national origins (Harvard Business Review, 2024).

A ResearchGate study (2024) concludes that English proficiency is now a core economic skill, often equated with competitiveness, employability, and innovation. Furthermore, emerging economies increasingly align business education with international English terminology, using materials from organizations like the World Bank, IMF, and OECD, all of which operate in English.

5. Challenges and Ethical Considerations

While English facilitates communication and global integration, several challenges persist:

Linguistic imperialism: Phillipson (2024) describes the risk of English marginalizing native languages and knowledge systems.

Cognitive inequality: Non-native speakers often expend more effort navigating technical English, affecting productivity and confidence.

Cultural homogenization: Dominant English terms may overshadow local terminologies and unique ways of understanding concepts.

For example, in environmental science, the term “sustainability” has various culturally specific interpretations that may not fully align with Western-English definitions. Without localized terminologies, this leads to conceptual flattening.

6. Toward a Balanced Multilingual Approach

Several scholars and institutions argue that the future of global communication lies in functional multilingualism:

Anna Mauranen (2023) proposes integrating English with local languages via bilingual glossaries, AI-assisted translation, and parallel publishing models. UNESCO (2024) advocates for inclusive language policies in science, encouraging knowledge creation in both English and native tongues. Scopus has

introduced multilingual metadata indexing to increase visibility of non-English research.

Technological solutions—such as machine translation, AI subtitling, and multilingual data repositories—are already helping to bridge the gap between global communication and local expression.

7. Conclusion

English terminology plays a transformational role in global communication, enabling international collaboration, knowledge dissemination, and economic integration. As a common linguistic platform, English contributes to precision, speed, and interoperability across scientific and commercial sectors.

Yet, this linguistic advantage must be balanced with a commitment to linguistic equity. Scholars like Montgomery, Mauranen, Canagarajah, and Phillipson all agree that the dominance of English should be managed thoughtfully to avoid cultural erasure and intellectual exclusion.

In my view, English should continue to serve as a global bridge language, but never as a linguistic gatekeeper. We must support education in English terminology while also promoting translation systems, multilingual publications, and the recognition of knowledge produced in other languages.

By adopting a balanced multilingual strategy, we can create a global communication ecosystem that is both efficient and inclusive—one where English empowers, rather than overpowers, the world's diverse voices.

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