



THE ROLE OF JARGONS IN THE WORLD OF BUSINESS

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Abstract

There is no doubt that human society had benefitted and even civilized due the development of business and exchanging processes between countries and human-beings. Cutting-edge technologies and other types of latest progress are the fruit of business. Business world is not the sphere that everyone understands which is full of business terms namely business jargons. This article illuminates' business jargons and their specific features.

Keywords: Jargons, terms, business, economics, slangs, jargonisms, technology, business activities, business community.

Introduction

From the past till now, the life of human-beings had turned into better position with the help of business and its never-ending activities which increases profit and teaches business community how to keep their level in this competitive world of trade. In the past also, societies reinforced economic trade as business is not only beneficial to its participants but also to the country and society where financial profit is entering. In order to find a long-lasting position in the business world, one should be able to acknowledge specific terms namely jargons utilized actively by business people[4]. It is normal that entrepreneurs prefer using lots of jargons related to their activities to make it understandable to its colleagues as well as competitors. There are some terms that are easily comprehended by outer people who are far from the business activities. However, some of them can be realized by its participants only. In that case linguists are expected to have wider range of knowledge in order to analyze these types jargons and their specific features.

It should be noted here that lots of linguists gave their definition or explanation about jargons in lexicology and tried to show some differences from other versions. However, the focus is the same. Jargon denotes the specialized language of a professional or job-related group. While this language is often useful or indispensable for those within the group, it is usually pointless to outsiders. Some professions have so much jargon of their own that it has its own name; for example, lawyers use legalese, while academics use academese[6]. Jargon is also sometimes known as lingo





or argot. A passage of text that is full of jargon is said to be jargony. The jargons used in business world are not regarded to make a situation unfamiliar to outsiders but to make business related activities more concrete and comprehensible[10]. Understanding business jargon can be imperative for those working in corporations and administrations to realize certain directions and accomplish their job duties more proficiently. Whether they're learning how their job is affecting other parts of the company, or knowing when to pause a topic of conversation, understanding the business's unique lingo can help individuals thrive in their commercial occupations.

Materials

Data included in the very scientific article are mainly collected from internet resources, business related books as well as author`s own point of view is also added into this article. Moreover, lots of information is accumulated from library books based on lexicology and business so as to involve as much necessary info as possible. Mainly, descriptive method, historical, comparative and contrastive methods are widely utilized in order to collect large scope of data related to business jargons both in Uzbek and English languages[11].

Results

After studying jargons in the world of business, a plenty of terms under the name of business jargons have been made evident and surely their definitions are also included as well. Overall, 12 business jargons are selected and studied deeply giving their definition and explanations with examples. For instance, boil the ocean is a business jargon mainly utilized in marketing towards some customers or employers meaning to use time efficiently. Another term widely used by marketing staff, is punting. In most international companies, administrative staff are punting the idea of warning for absenteeism as it is no longer important to work offline meaning that workers can show the same efficiency working their homes as well. The remaining business jargons are also analyzed in this format in order to make their meanings more clear suitable for reading by people with no specialist knowledge.

Discussion

Jargons are studied in a branch of linguistics, terminology. According to a well-known linguist, Galperin, English vocabulary is divided into three layers namely, literary, colloquial and neutral layers. Jargons are related to the second one as they are different from other layers with their communicative feature. As for the history of jargons, Geoffrey Chaucer utilized these types of words in his Canterbury Tales[7].





It was the primary usage of jargons in literature. Corporate jargon, variously known as corporate speak, corporate lingo, business speak, business jargon, management speak, workplace jargon, corporates or commercialese, is the jargon often used in large companies, bureaucracies, and similar workplaces[12]. The tone is associated with managers of large corporations, business management consultants, and occasionally government.

Reference to such jargon is typically derogatory, implying the use of long, complicated, or obscure words, abbreviations, euphemisms, and acronyms. For that reason some of its forms may be considered as an argot. Some of these words may be actually new inventions, designed purely to fit the focused meaning of a situation or even to "spin" negative situations as positive situations, for example, in the practice of green washing[13]. Although it is persistent in the education field, its usage has been critiqued as reflecting a menacing view of students as commodities and schools as retail outlets.

However, nowadays we can face jargons almost in every spheres of life from linguistics till business. So far both foreign and Uzbek scientists studied jargons and other stylistic types of words according to their usage and semantic features of jargonisms. Mostly they tend to differentiate slang, jargon and argo according to their stylistic use. For example, Ahmedova Muyassar undertook research on topic of Approaches to the specificity of words- slang, argo and jargon. Ra'no Zaripova studied jargons on the basis of dialectism and phraseology as in some point jargons can be faced in these branches of linguistics.

Business people use the term "**boil the ocean**" to describe an action or project that wastes a lot of time. Example: "Don't boil the ocean by alphabetizing our client contact information." The very jargon is mainly utilized in marketing towards some customers or employers meaning to use time efficiently[8].

Robust is a term that describes a company's product or service that has a lot of functionality and beneficial uses for its consumers[14]. For example cyber platform is a robust that enables client to save their precious time not wasting time in lines to pay for the bills.

Companies use the term "**reach out**" to describe the act of communicating or contacting other individuals or businesses. Example: "Let's reach out to Daniels and see if he's available for lunch."

"**Learning**" is a noun used to describe the teachings or lessons gained from a project or event. Example: "I had an important learning from that last seminar."

"**Punting**" something in the world of business is to abandon an idea or project that is no longer important, or at the very least, make it less of a priority[16]. For instance,





in most international companies, administrative staff are punting the idea of warning for absenteeism as it is no longer important to work offline meaning that workers can show the same efficiency working their homes as well.

When someone asks you to "**give 110%**" toward an project or objective, they're often demanding that you exert extra effort into the task.

"**Leverage**" most often refers to the handling or control of a situation or project. It's often used as both a verb and a noun. Example: "We need to find some influence in this business deal" or "I'm leveraging our sales team to help us out."

Throwing something "**over the wall**" refers to sending significant information to a client or customer. Over the wall term has another meaning as an idiom. In that case it defines to do something or to throw something over the wall. It means to convey something using the wall[15].

"**Best practice**" is a term for the most valuable or greater method of completing a task or project. Example: "Involving with clients on a personal level seems like our best practice for increasing sales." Moreover, the great success of the Apple Corporation mainly based on best practice established with its regular customers.

To "**empower**" someone is to make them feel capable or to give them a certain amount of expert. This term is often used to label a manager or executive giving an important task or duty to someone in a mid-level or entry-level position[9].

Bleeding edge. Modified from the term "cutting edge," "bleeding edge" is used to express an innovative produce or service. For instance, online shopping has become bleeding edge innovation which gives the chance to save customers` time and money. Companies use the phrase "**lots of moving parts**" to define a system or business with a lot of subdivisions, workforces and procedures. Example: "It's hard to adjust some of the small details of this project because it has a lot of moving parts."

Conclusion

As it is clear that jargons used in the sphere of business can be familiar to only business people and they know the exact meaning of the very jargons. As an example over the wall is a jargon that can be utilized in business as well as in construction. In business, it means delivering important information to clients. In the latter context, builder preferred to plant decorative plants over the wall of every ground.

Business jargons are the most widely used buzzwords when compared to the usage of jargons in other spheres according to statistics. Business sphere is a more general term than medicine or engineering that are more specific. With the help of this scientific article, one can understand some business jargons and their meanings.





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