



## LEXICO-SEMANTIC FEATURES OF TRADER SPEECH

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### Annotation

This article discusses the speech of a trader and its linguistic features, which is considered one of the ancient fields. Speech related to a particular field or profession and its study and significance in Uzbek linguistics were analyzed on the basis of lexical-semantic, structural features of merchant speech.

**Keywords:** industry speech, salesman vocabulary, customer appeal, stereotypes.

### Introduction

The lexical units that occur in language are the conscious reflections of human thinking and ideas about existence, which improve or disappear with the development of society. During the period of revolutionary changes in various fields in the development of science and technology, many pure Turkish lexemes, phrases and proverbs in our speech are being forgotten. Linguistic study, scientific analysis and lexicography of these language units are important.

Recently, there has been a growing focus on applied areas of linguistics, and research in these areas is increasing. However, live communication, the main form of social interaction, has not been fully explored. Although “Speech Culture” has been formed as a separate discipline in Uzbek linguistics, there has been little work on field speech. Until now, linguists such as B.Husanov, V.Gulamov, J.Omonturdiyev, A.Omonturdiyev, E.Begmatov, M.Tursunpolatov, M.Yuldashev, K.Yadgarov have conducted research in the field of speech, created textbooks and manuals.

Well-known linguists such as Nizomiddin Mahmudov and Suyun Karimov started the first research on sectoral speech. In this article, we also look at the specifics of a trader's speech.

The sales process is a complex process, in which there is a dialogue between the seller and the buyer based on certain social requirements. As you know, there were no primary markets. As a result of the development of social relations, later in the open air, in the open rastas, the buyer was called and sold.





The seller praised the features of the item in order to draw the buyer's attention to the product. The salesperson's speech is exaggerated and persuasive.

There are specific words, terms, jargons, phraseological units, and paremiologisms in the speech of trade representatives. These units are used only in live speech and are rarely used in literary language. The speeches of the representatives of this field can be divided into the following groups:

- a) The seller's speech;
- b) Customer speech;
- c) Broker speech.

The lexical layer used in the salesperson's speech is very old and the field is becoming archaic as a result of certain changes in the type of activity.

In Uzbek linguistics, there is a need to study the specifics of the speech of the buyer and seller, the seller and the broker in order to preserve the vocabulary of the field, to analyze their linguocultural, pragmalinguistic features.

At different stages of human society, trade and its forms took place in different forms. Initially, the trade was conducted in the form of barter and then in the form of certain procedures.

Ancient types of markets include markets for livestock and agricultural products. The seller and the buyer in these markets have their own vocabulary.

"It is well known that phraseological units are the most carriers of cultural information in a language because they are associated with a nation's culture, imagination, customs, ancient traditions, figurative thinking and unique behavior."

Each product vendor has its own standardized phrases. Trading is a very fast and intense process and sellers use the phrase "Trade is a beard" to describe this situation.

Another feature of merchant speech is that they use mostly effective euphemistic units in their speech. In the market, the seller begins the sale by asking without asking for a fixed price for the goods: "The process of dealing with the sale of goods is a bit complicated and a single thoughtless word or phrase can lead to the success and failure of both the buyer and the seller. First of all, the fact that the seller says expensive and the buyer asks for cheap is a characteristic of market behavior.

Usually, the buyer asks the seller for the price of the goods, and the seller suddenly says the price of the goods is "so-and-so" or "so much" in order not to frighten the buyer: ask, say, ask for yourself "How much do you get, how much do you give, how much do you ask?" The examples are simple sentences that show that clear and concise devices can be used commercially.

If the buyer repeatedly asks for a price, the seller refrains from saying a price and expresses his intention through devices such as "Those who traded before you asked





for so much", "The last price was so much", "Finally stopped in so-and-so", "We did not give so-and-so in soums". "If the seller is polite, even if the sale is not agreed upon: Did you come to buy the goods yourself?

Do you know the goods? Have you ever bought anything? You can't! Instead of rude dysphemous remarks like you can't afford to buy: our trade is a bit off; well, your wish; here's the market, take a look; maybe we will still meet again; uses euphemistic means to negotiate.

The sales process also requires such a verbal treatment from the recipient. Expensive, instead of saying you're exaggerating the price, the buyer says: go down a little, you've gone up, I guess; You've gone too far, you've said too much, you've gone too far, he uses soft words like I do."

If even after such sentences the sale is not successful, the sellers: ask honestly, brother (uncle), go out a little, there are still a few, still use the molded appeals as if you have not yet reached the price of the goods, buyers to get as cheap as possible Pass something for the blessing, pass the check money, pass the road money (usually car money), give it now, find a blessing, a drop of urine will be a commodity, give a man goods are not valuable.

In the above examples, incentives denoting kinship were actively used. The purpose of using invitations is to keep the customer close to him, to make him feel good, to express his desire to trade with him. Another distinguishing feature of this market from other markets is that it is mainly traded by men. For this reason, the terms and lexemes used are gender differentiated.

"Usually, a trade agreement is understood as a euphemistic phrase such as a bargain, a blessing, a sweetheart, a hand, a word of value, a promise. Both sides speak to each other in speech: find blessings, applause will be used to say goodbye to your wedding and wish you a good day." In addition to these considerations, it can be said that praise is also used, such as blessing with wealth, blessing with money, use for good, serve good. The constant use of such stereotypes is associated with religious beliefs.

In the current era of globalization, trade and its forms are also changing. Therefore, new lexical units and phrases are also used in the speech of the trader and the buyer. For example, in the speech of a clothing salesman: try it on, it's free to wear (as a joke), it suits you very well, there are other colors, there are sizes, we guarantee the quality of the product, you can enjoy it without wearing Turkish products If we come across stereotypes such as, dress up on good days after the purchase, be happy, be alive for seven days; If the shoe is removed, we are exposed to such compounds as kicking and crushing.





All of the above examples are structurally in the form of sentences. The sentences are mostly simple, with clear cuts and commands. The semantics of speech consists of wishing customers well and expressing good wishes.

The study of live speech dates back to the 1920. Abdurauf Fitrat, one of the great Jadids who made a great revolution in science at that time, carefully studied the possibilities of the Uzbek language and created the rules of the Uzbek language. He left his views on language to us through his works Sarf and Nahv.

After a serious analysis of the internal features and structure of the language, he came to the conclusion: "We know that our cities have been under the rule of Arabic and Persian literature for hundreds of years. That's why we have a broken city language. We can see the pure form of our language in our fields. There are epics, fairy tales, proverbs, lapars, songs and poems that feed our people in the fields. It's important that sanctions do not hurt the people. "

Group study of live trade-related speech can be a great source for enriching the lexical resources of our language. There are much older units in the salesperson's speech. Such units can be compiled into sectoral dictionaries such as the seller's dictionary, the buyer's dictionary and the broker's dictionary. In this way, the risk of a decrease in the number of units in the trader's speech is eliminated.

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