PRAGMATIC FUNCTIONS OF INNOVATIVE ECONOMIC SPEECH UNITS IN ENGLISH AND UZBEK ECONOMIC DISCOURSE

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Annotation: The rapid transformation of contemporary economic relations under the influence of digitalization, globalization, financial technologies and new business models has led to the emergence of numerous innovative speech units in economic discourse. Such units do not merely nominate new economic phenomena but also perform important pragmatic functions in professional, institutional and public communication. The present study investigates the pragmatic functions of innovative economic speech units in English and Uzbek economic discourse. The research focuses on the communicative purposes for which recently developed economic terms and expressions are used, including informing, evaluating, persuading, legitimizing innovation, simplifying complex economic processes and influencing the recipient's attitude. A comparative analysis demonstrates that English economic discourse is characterized by the active production and international dissemination of innovative lexical units, while Uzbek discourse frequently incorporates these units through borrowing, calquing and explanatory adaptation. The findings show that innovative economic units function as instruments of professional communication and as markers of economic modernization.

Keywords: economic discourse, innovative speech units, pragmatics, communicative function, English language, Uzbek language.

Contemporary economic discourse is developing under the strong influence of technological innovation, globalization and the digital transformation of financial and commercial activities. New economic realities continuously require new linguistic means for their representation. As a result, expressions such as fintech, digital wallet, platform economy, gig economy, green finance, crowdfunding, cashless economy, open banking and digital currency have become increasingly frequent in professional and public communication.

These linguistic units are generally studied from lexical, semantic, structural or terminological perspectives. However, their role cannot be fully explained without considering their pragmatic characteristics. Innovative economic speech units are used by governments, financial institutions, businesses, journalists and specialists not only to describe economic changes but also to influence the interpretation of these changes by recipients.

Pragmatics studies language in relation to speakers, communicative situations and intended effects. According to Levinson, pragmatic analysis focuses on relationships between linguistic forms and their users within particular communicative contexts [1]. Therefore, the meaning of an innovative economic unit may vary according to who uses it, for what purpose and in what communicative environment.

For instance, the term digital transformation may function neutrally in an academic article, while in a corporate report it can perform a persuasive and legitimizing function by presenting technological change as necessary and progressive. Similarly, the expression green economy may serve as a terminological nomination in scientific discourse and simultaneously as an evaluative unit associated with sustainability and social responsibility.

Modern economic discourse is also closely related to institutional communication. Fairclough emphasizes that discourse participates in constructing social and institutional realities rather than merely reflecting them [2]. From this perspective, innovative economic expressions contribute to the construction of a particular representation of contemporary economic development.

In Uzbek economic discourse, many innovative expressions enter the language under the influence of English. Such units may appear as direct borrowings, translated equivalents or descriptive combinations. For example, fintech is widely used together with the Uzbek form moliyaviy texnologiyalar, while cashless economy can be represented as naqd pulsiz iqtisodiyot. The pragmatic functioning of such units depends upon the communicative situation and the linguistic competence of the recipient.

The purpose of the study is to identify and comparatively analyze the main pragmatic functions of innovative economic speech units in English and Uzbek economic discourse. The research seeks to determine the relationship between economic innovation and pragmatic meaning, identify the major communicative functions of innovative economic units, compare their realization in the two languages, and reveal the role of contextual and institutional factors in their interpretation.

The study applies descriptive, comparative, contextual, discourse-pragmatic and componential analysis methods. Innovative economic speech units commonly occurring in contemporary English and Uzbek economic communication were selected as research material. The analyzed units relate mainly to digital finance, electronic payment systems, digital banking, platform-based economic activities, sustainable and green economy, financial innovation, digital labor and alternative financing.

The research material includes such English units as fintech, crowdfunding, digital wallet, gig economy, platform economy, green finance, open banking, cashless economy, startup ecosystem, digital currency and financial inclusion. Their Uzbek equivalents or adapted forms, including moliyaviy texnologiyalar, kraudfanding, raqamli hamyon, platforma iqtisodiyoti, yashil moliya, ochiq bank tizimi, naqd pulsiz iqtisodiyot, startap ekotizimi, raqamli valyuta and moliyaviy inklyuziya, were comparatively examined.

The methodological basis of the study also draws upon the functional approach to language. Halliday argues that linguistic choices are closely connected with social functions and communicative needs [3]. This principle is particularly relevant to economic discourse, where the same unit may perform different functions depending on its institutional context.

The analysis was conducted in three stages. First, the conceptual meanings of the selected economic units were identified. Second, their contextual uses and communicative intentions were examined. Third, the pragmatic functions observed in English and Uzbek economic discourse were compared. The study distinguishes six major pragmatic functions: nominative, informative, explanatory, persuasive, evaluative and legitimizing.

The analysis demonstrates that innovative economic speech units perform several interconnected pragmatic functions. In most cases, a single unit can simultaneously realize more than one communicative purpose.

1. Informative and nominative functions. One of the primary functions of innovative economic speech units is the nomination of newly emerging economic concepts, technologies and models. Economic development produces phenomena that cannot always be adequately described through traditional vocabulary. For example, in the sentence “Fintech companies are transforming traditional financial services,” the unit fintech nominates a particular sector based on the integration of finance and technology. At the same time, it provides information about changes occurring within the financial system. In Uzbek discourse, a sentence such as “Fintech kompaniyalari an’anaviy moliyaviy xizmatlarning raqamlashtirilishiga katta ta’sir ko‘rsatmoqda” uses the borrowed form fintech as a concise professional nomination. Terminological nomination is particularly important because specialized vocabulary contributes to the systematic organization of professional knowledge. Cabré notes that terminological units simultaneously function as knowledge units, linguistic units and communicative units [4].

2. Explanatory function. Innovative economic units frequently perform an explanatory function when they are introduced to non-specialist audiences. The expression digital wallet, for instance, may be followed by a definition explaining that it allows users to store payment information electronically and conduct cashless transactions. In Uzbek communication, the equivalent raqamli hamyon is often introduced with a descriptive explanation: “Raqamli hamyon — elektron shaklda to‘lov ma’lumotlarini saqlash va turli to‘lovlarni amalga oshirish imkonini beruvchi xizmatdir.” Because some innovations are relatively unfamiliar to general audiences, Uzbek media and institutional discourse often combine a borrowed or translated term with an explanatory construction. This pragmatic strategy reduces the communicative distance between specialists and ordinary users.

3. Persuasive function. A particularly significant feature of innovative economic vocabulary is its persuasive potential. Governments, businesses and financial institutions may use positively marked innovative expressions in order to encourage consumers or investors to accept new products and economic practices. In the sentence “Open banking creates new opportunities for consumers and promotes competition within the financial sector,” the term open banking is not merely defined; it is associated with new opportunities and competition. A similar construction in Uzbek - “Ochiq bank tizimi mijozlar uchun yangi imkoniyatlar yaratib, moliyaviy xizmatlarning samaradorligini oshiradi” - presents the innovation as progressive and beneficial. Thus, economic innovation is linguistically framed as desirable development rather than as a purely neutral phenomenon.

4. Evaluative function. Innovative economic units can carry positive or negative evaluation depending on the discourse context. The expression green finance generally has positive pragmatic connotations because it is associated with environmental responsibility, sustainability and long-term development. The Uzbek expression yashil moliya creates a comparable positive effect. By contrast, a unit such as gig economy may receive different evaluations: it can be associated with flexible employment opportunities, but it can also be used in discussions of employment insecurity. The same innovative unit therefore participates in different pragmatic frames. Temmerman argues that emerging specialized concepts are closely linked with changing human knowledge and categorization processes [5]. Consequently, the interpretation of innovative terminology can change as social attitudes towards the phenomenon itself develop.

5. Legitimizing function. Another important pragmatic feature is the ability of innovative economic speech units to legitimize institutional change. Terms such as digital economy, financial inclusion, smart banking and digital

transformation frequently occur in official programs and institutional discourse. They may present particular economic reforms as modern, necessary and internationally accepted. In the statement “Digital transformation is essential for increasing the competitiveness of financial institutions,” the combination digital transformation constructs modernization as a necessary process. The Uzbek equivalent “Raqamli transformatsiya moliya tizimining raqobatbardoshligini oshirishning muhim shartlaridan biridir” performs a similar pragmatic role. Thus, innovative terminology may contribute to the discursive justification of institutional reforms.

6. Professional identity and modernization. Innovative economic expressions also function as markers of professional competence and participation in global economic discourse. A specialist using terms such as FinTech, RegTech, startup ecosystem, blockchain finance or open banking demonstrates familiarity with contemporary professional knowledge. Crystal observes that English has acquired an important international communicative function in areas influenced by globalization, science and technology [6]. This influence is clearly visible in Uzbek economic terminology. English-origin innovative units may therefore have a dual pragmatic function in Uzbek discourse: they nominate a new concept and simultaneously signal its connection with international economic practice.

Innovative unit	**Uzbek equivalent/use**	**Dominant pragmatic function**
Fintech	fintech / moliyaviy texnologiyalar	nominative, informative
Digital wallet	raqamli hamyon	explanatory, informative
Green finance	yashil moliya	evaluative, persuasive
Open banking	ochiq bank tizimi	informative, persuasive
Gig economy	gig iqtisodiyoti	evaluative
Digital transformation	raqamli transformatsiya	legitimizing, persuasive
Financial inclusion	moliyaviy inklyuziya	legitimizing, evaluative
Cashless economy	naqd pulsiz iqtisodiyot	informative, persuasive

The results indicate that the pragmatic characteristics of innovative economic speech units cannot be separated from their communicative environments. English and Uzbek economic discourse demonstrate considerable similarity in terms of the general pragmatic functions of innovative units. In both languages, such units inform recipients about economic innovations, nominate new phenomena, express evaluations and contribute to persuasive communication.

However, there are also significant differences. English often functions as the source language for new economic concepts. Therefore, newly created economic vocabulary frequently enters English discourse directly alongside technological or institutional innovation. English-language units tend to be concise and terminologically stable, especially after widespread professional adoption.

Uzbek economic discourse, by contrast, must frequently solve both linguistic and communicative problems simultaneously. A new concept has to be introduced, named and made understandable to speakers who may not be familiar with its English origin. Three major strategies can be distinguished: direct borrowing, as in fintech, startap and kraudfanding; translation or calquing, as in raqamli hamyon, yashil iqtisodiyot and naqd pulsiz iqtisodiyot; and combined explanatory use, where an international term is followed by an Uzbek explanation.

The third strategy is particularly important from a pragmatic perspective because it allows speakers to maintain terminological precision while simultaneously ensuring comprehensibility. Another important finding is that innovative economic terminology often carries an implicit concept of modernization. Expressions containing elements such as digital, smart, green, open and innovative generally produce positive associations.

For instance, digital banking suggests convenience and technological development; smart economy implies efficiency and advanced management; green finance suggests ecological responsibility; open banking suggests transparency and accessibility. These associations demonstrate that innovative economic speech units are not pragmatically neutral in every context. Their lexical composition may influence the recipient’s evaluation of the economic phenomenon.

The pragmatic effect becomes especially visible in advertising and institutional communication. Compare the neutral sentence “Our bank has introduced a new payment system” with “Our bank has introduced an innovative digital payment ecosystem.” The basic information is similar, but the second version creates a stronger impression of technological advancement and modernization. Therefore, the selection of an innovative economic unit is often a deliberate communicative strategy.

In Uzbek discourse, international terminology may additionally contribute to institutional prestige. The use of internationally recognizable economic terms can indicate that an organization follows contemporary global trends. Nevertheless, excessive use of unexplained borrowings can reduce communicative effectiveness. Consequently, context-sensitive adaptation remains necessary.

Conclusion

The comparative analysis of English and Uzbek economic discourse demonstrates that innovative economic speech units constitute an important pragmatic component of contemporary professional communication. The research has identified six major pragmatic functions: nominative, informative, explanatory, persuasive, evaluative and legitimizing functions.

Innovative economic units first perform a nominative function by providing linguistic names for newly emerging economic concepts. Their informative function allows communicators to transmit specialized economic knowledge, while the explanatory function is particularly significant when innovative concepts are introduced to general audiences.

The persuasive and evaluative functions demonstrate that innovative terminology can influence the recipient’s perception of economic processes. Expressions such as green finance, digital transformation and open banking can create positive associations with modernization, sustainability and effectiveness. The legitimizing function is especially evident in institutional discourse, where innovative terminology may represent economic reforms and digital transformations as necessary and progressive.

The comparative analysis also reveals that English economic discourse often acts as the primary source of innovative terminology, whereas Uzbek discourse actively adapts English-origin units through borrowing, translation, calquing and explanatory interpretation. Thus, the pragmatic value of innovative economic speech units is determined by the interaction of linguistic meaning, communicative intention, discourse context, institutional purpose and recipient characteristics.

Further research may focus on the pragmatic realization of innovative economic vocabulary in specific discourse genres, including banking advertisements, government economic programs, social media, financial journalism and corporate communication.

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