

## ENGLISH-RUSSIAN-UZBEK FALSE FRIENDS IN MARKETING AND MANAGEMENT TERMS

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### ABSTRACT

Nowadays, English is currently studied as a second language, a foreign language, or an international language at schools all around the world. While the two former concepts of English as a second or foreign language have been used for a long time, the latter concept of English as an international language is relevantly new. The role of false friends in English-Russian-Uzbek language in marketing and management spheres was mentioned in the article. False friends, also known as *false cognates*, are pairs of words which have a similar form and/or pronunciation but different meanings in two languages. The aim of this study is to raise awareness in avoiding misunderstanding, which *English-Russian-Uzbek false friends* cause in English-medium intercultural communication. Some of the common *English-Russian-Uzbek false friends* in English-medium communicative situations have been identified and analyzed by the participation of teachers and learners.

**Key words:** False friends, marketing management, terms, interpretation, business, global, language,

### INTRODUCTION

Globalization has brought everything together but the English language made Globalization more possible and effective one. Due to globalization, English language emerged as a global force. According to statistics, English language is the most widely spoken tongue in the world today. It is English language, however, a bigger impact on the world as a whole and has become the global de-facto standard used in business, cultural, political and linguistic exchange. As a result of interaction between members of different cultures in English, many words and phrases have been borrowed and used in both local languages and English as a global language. One would expect that these borrowings might help when students learn to communicate in English, but just the opposite of such expectation may turn out to emerge if learners were not warned about the *false friends* that exist in the English language.

### MATERIALS AND METHODS

Thus, the study of *false friends* – the words or phrases which sound similar in both languages – and their role in the interlanguage of English learners could be an important asset to avoid misunderstanding in intercultural communications.

Marketing-management terms in English can be more or less similar in form but different in meaning. Such words are often referred to as the so-called translator’s false friends. These linguistic units are of great interest to the translators as they are naturally inclined to take this formal similarity for the semantic proximity and to regard the words that look alike as permanent equivalents. However, their formal similarity suggesting that they are interchangeable may cause translation errors. As a rule, the formal similarity is the result of the two words having the common origin, mainly derived from either Greek or Latin. Translator’s false friends can be classified into two main groups. The first group includes words which are similar in form but completely different in meaning.

For instance, you will surely be happy when you see аэропорт in your first Russian or aeroport in Uzbek language, because you’ll immediately assume that it means “airport” without even looking it up. Similarly, you’ll most likely be delighted when the next word you read is магазин, which you think is a “magazine” a type of a journal. After seeing such words, you might even think: “English is not that difficult after all.” However, this is where a lot of students, and even professional translators and interpreters, get trapped: магазин is not a journal at all, but a shop.

This word traces back to the Arabic word مخازن (maḥā:zin), which means “storehouse.” It has in fact been borrowed by other languages as well: *Magazin* in German, *magazine* in French, *magazijn* in Dutch, магазин

in Russian and magazine (Do'kon) in Uzbek, "magazine" in English. Over the course of time, each language developed and modified the meaning of the word in its own way. In many European languages, this word means a periodical containing articles and illustrations. Other meanings of this word in English are "a part of a gun that holds bullets" and "a receptacle for storing and feeding film into a camera." As we can see, these other meanings reflect the idea of "storing."

In Russian and Uzbek though, the meaning of the word has not changed so drastically and it simply means "a shop."

Actually, "false friends" are words that have similar pronunciation and spelling in two particular languages, but have completely different meanings. For this reason, we should always be very careful with them. Therefore, in this article you will learn some of the most typical "false friends" that English speaking students will encounter while learning English.

## RESULT AND DISCUSSION

Фамилия- Familiya: This is one of the first words that you'll learn when you take up the challenge to start your Russian and Uzbek classes. So, I suppose that you already know that this word is not used to mean "family," but instead to mean "a family name" or just a surname.

Family as a group of people is called семья. Here are some examples:

(What is your surname?)-Как Ваша фамилия?- Familiyangiznima?

(How is your family?)-Как ваша семья?-Oilangiz yaxshimi? (Here it can be understood family members)

These are examples of some of the English "false friends" that you might come across in marketing. Some of these could lead to misunderstandings and others could even cause embarrassing situations.

The German Handy is a good example of words being borrowed from another language in order to make something sound cool. In countries around the world, marketing and advertising executives often reach for the English dictionary, not because they really need to borrow a word, but because they want to borrow some of the status of English as the language of international communication. The message is: 'Hey, look, I'm using English, I'm part of the modern global community.'

So, when it comes to British, Australian and American companies selling their products abroad, you might think that they only have to keep the English names and everyone will be happy. Unfortunately it's not as simple as that, and if English-speaking marketing departments don't do enough research into what their product names and slogans mean in other cultures, false friends can turn into costly enemies!

Car names are a good example of the problem. Ford's Fiera wasn't as popular with Spanish speakers as the company had hoped, possibly because fieras can mean 'ugly' in Spanish. It's said that the well-known story that their Nova car suffered for a similar reason (No va in Spanish would mean 'doesn't go') is not actually true, but it appears nevertheless in many books about marketing. Rolls-Royce fortunately realized that their Silver Mist needed a name change before being launched in Germany (in German Mist means 'manure', the waste that comes out after a horse or cow has eaten!), where it became the Silver Shadow.

The German marketing people seemed to do well with Handy, but the English term they borrowed for a certain type of rucksack – which is actually a German word! – wasn't such a good idea. Body bags are actually what dead bodies are put in when they are moved from the scene of a crime.

Having names and slogans translated into other languages isn't always an effective solution, especially with languages that are very different to English. In the rush to enter the growing Chinese market, the slogan 'Come alive with the Pepsi Generation' was translated into Chinese as 'Pepsi brings your ancestors back from the dead!' Kentucky Fried Chicken also had to do some more work on their idiomatic slogan 'finger-lickin' good', which was first translated to mean 'eat your finger soft'!

Most problems can be avoided by checking product names and translations with enough local people in the target market. However, it's unusual for the result to be a perfect translation of

the original marketing concept. ‘The concept will never translate perfectly into another culture,’ warns one marketing expert. It seems that the most embarrassing mistakes have been made by marketing teams who refuse to accept this. If a campaign has been very successful in one market, they will try their hardest to reuse it in a very different one, often failing to listen to what the locals say.

V. Radivonchik in the article “Phenomenon and problem of “False Friends of a translator”” classified false friends according to the following criteria:

-words which are alike phonetically and have the same place of stress- Business- Бизнес- Biznes;

But most English words with Russian equivalents differ in the place of stress. Problem- Проблема- Problema (muammo), Interval- Интервал-interval;

In some cases English words are similar to Russian and Uzbek only in spelling but are different in reading.

Climate–Климат-Klimat (Iqlim)

Radio- Радио-Radio

To this category we refer international words meaning general and specific notions. Such words describe new phenomena in science, culture and etc. An inexperienced interpreter often translates, in any context, the word —industrial as —индустрия- industriyaga oid, though in Russian there are such words as —промышленность and —industrial as —индустриальный instead of —промышленный, industriyalashgan, sanoatlashgan in Uzbek.

Scientists suggest that they are interchangeable may cause translation errors. As a rule, the formal similarity is the result of the two words having the common origin, mainly derived from either Greek or Latin. Translator’s false friends can be classified into two main groups. The first group includes words which are similar in form but completely different in meaning.

## CONCLUSION

*False friends* are words which look or sound similar, but have actually different meanings in the native languages. The difference of meaning may be *partial* or *total*, and is classified according to the word stress, position of stress, spelling, etc. *False friends* can be one of the sources of misunderstanding in English language between teachers and learners. Drawing conscious attention to some context-specific *false friends* and developing techniques and strategies to raise awareness of them can contribute to the development of intercultural competence in EFL classes with learners. The teachers can prepare class activities which involve *false friends* and related cross cultural elements in order to supplement current textbooks. However, the awareness-raising task of *false friends* and related comparative study of cultures in ELT are not assumed to be easy for the English language teachers who need to be culturally competent and well equipped in both local and target languages. Limitations of monolingual native speakers could be the subject of a further study, and the place of *false friends* in a teacher-training course curriculum for native speaker ELT staff members might be proposed in the end.

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