

**THE ROLE OF UZBEK FOLK PROVERBS RELATED TO THE SELLING
PROFESSION IN LINGUOCULTURAL PERSPECTIVE**

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Abstract

This article explores Uzbek folk proverbs related to the selling profession and trade activities. It analyzes their linguistic, cultural, and educational significance within the framework of linguocultural studies. The research highlights how proverbs reflect national attitudes toward commerce, honesty, fairness, and interpersonal communication in trade. The study also demonstrates the role of proverbs in shaping ethical and professional values among individuals engaged in selling activities.

Key words

proverb, trade, selling profession, Uzbek folklore, linguoculture, ethics, professional values

Introduction

Uzbek folk oral literature represents an important source reflecting the social life, economic activities, and cultural values of the people. Proverbs, as one of its most concise and meaningful components, embody collective wisdom and life experience.

The selling profession (trade and commerce) has historically played a significant role in social and economic development, and it is widely reflected in Uzbek folk proverbs. These proverbs convey ideas about trade ethics, honesty, fairness, communication, and social relationships.

This article aims to analyze the linguocultural features, semantic structure, and educational significance of Uzbek proverbs related to the selling profession.

Main Part

1. Linguocultural Interpretation of the Selling Profession

The selling profession is not only an economic activity but also a crucial element of social interaction. It involves communication, trust, and ethical behavior between individuals.

From a linguocultural perspective, proverbs related to selling reflect moral norms, cultural values, and social expectations associated with trade. They encode traditional knowledge about how trade should be conducted and evaluated within society.

2. Semantic Groups of Proverbs Related to the Selling Profession

a) Honesty and fairness

- *“Honest trade brings prosperity.”*
- *“An honest seller earns people’s trust.”*

These proverbs emphasize that honesty is a fundamental principle in trade.

b) Attitude toward deception

- *“Profit gained through deception will not last.”*
- *“False trade leads to loss.”*

These proverbs criticize dishonest practices and highlight their negative consequences.

c) Communication and customer relations

- *“Good manners are the key to successful trade.”*
- *“Respect for the customer brings prosperity.”*

They underline the importance of communicative competence in trade.

d) Experience and skill

- *“An experienced trader knows more.”*

This proverb reflects the importance of experience in professional success.

3. Linguistic Features

Proverbs related to the selling profession have the following linguistic characteristics:

- conciseness and clarity;
- metaphorical meaning;
- generalization of collective experience;
- didactic nature.

For instance, in the proverb *“Good manners are the key to successful trade,”* the word “key” is used metaphorically to indicate the main factor of success.

4. Educational and Social Significance

Proverbs related to the selling profession:

- promote honesty and integrity;
- develop interpersonal communication skills;
- contribute to economic and business culture;

- encourage young people to acquire professional skills.

Even today, such proverbs play an important role in shaping ethical behavior in business and entrepreneurship.

Conclusion

Uzbek folk proverbs related to the selling profession represent important linguocultural units that reflect the economic life, ethical values, and trade culture of the people. They promote honesty, fairness, and effective communication as essential principles of trade.

The study of such proverbs is significant not only for linguistics but also for cultural and social research, as they preserve and transmit traditional knowledge and values across generations.

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