

The Comparative Analysis In English

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Annotation. One of the main tasks of phraseology as a separate branch of linguistics is a comparative study of the phraseological foundations of different languages. This science studies the stability of phraseological units, the coherence of phraseology, the semantic structure of phraseological units, their origin and basic functions. This article describes the internal features of phraseology, methods of analysis.

Keywords: phraseology, Linguistics, phraseological basis, phraseological unit, semantic structure of phraseological units.

Introduction

One of the primary tasks of phraseology as a linguistic science is to conduct a comparative study of the phraseological foundations of various languages. This science investigates the stability of phraseological units, the consistency of phraseology, the semantic structure of phraseological units, their origin, and basic functions. There were numerous scholarly opinions that studied these terms in various ways and in many cases.

Literature Reviews

According to Smirnitski, "word equivalent" emphasizes the semantic and functional inalienability of concrete word groups and their heaviness to function in speech as single words." "A fixed word-group is described as a completely or partially carried meaning," according to Koonin. To distinguish free word groups from phraseological units, two criteria should be used: semantic and structural criteria." A phraseological unit is a well-established, universal, and necessary element that, when used correctly, ornaments and enriches the language. Phraseological units are

fascinating because they are colorful and lively, as well as linguistic oddities. At the same time, they are difficult because their meanings and grammar are unpredictable, and they frequently have special connotations. The study of phraseological units reveals that they play an important role in language. Since we study phraseology as a distinct linguistic discipline, another debate has erupted in the linguistic world concerning the distinction between lexical and phraseological meaning. The complexity of lexical semantics and the diversity of semantic classes of words, in fact, do not preclude the selection of a word's lexical meaning, which allows us to establish the diversity of this meaning. We adhere to a very productive idea advanced by a linguist, which is that the phraseological sense cannot be realized without the existence of certain structures, i.e., it is impossible to study the features of phraseological units with "money" components without first understanding their structure. It was clarified that the term "money" refers to two concepts by analogizing it from an etymological standpoint: the abstract unit of account against which the value of goods,

services, and obligations can be compared, as well as anything widely accepted as payment. The standard of value was frequently used as a medium of exchange, but this was not always the case. Many ancient communities, for example, used cattle as a standard of value but paid with more manageable objects. Money-based exchange is a significant improvement over barter because it allows for elaborate specialization and provides generalized purchasing power that the participants in the exchange can use in the future. When we look back at the history of money proverbs, we can find some sources that were effective in the development of folk and culture.

A company might use this type of analysis to examine items with obvious differences or items with both differences and similarities. For example, a healthcare company may use this analysis to compare and contrast two different types of medications. Other businesses may conduct a comparative analysis to determine which of two different production processes is more efficient¹. A company will typically conduct a comparative analysis to determine:

The strategies of competitors, both indirect and direct

a company's financial health, including its investments and profit margins.

budgets are examples of accounting strategies.

how trends affect a specific audience

new opportunities in technology, marketing, or related fields

Comparative analyses

Comparative analysis is the process of comparing items and identifying similarities and differences. When a company wants to analyze an idea, problem, theory, or question, conducting a comparative analysis allows it to

better understand the issue and develop strategies to address it.

Comparative analyses are necessary to gain a better understanding of a problem or to answer pertinent questions² The following are the primary goals that businesses hope to achieve by comparing data sets, documents, or processes: giving data a frame of reference.

A comparative analysis describes how data or processes differ from one another and how they are related. This provides context for the analysis, making it easier to see the differences and similarities in the relationships between data sets. For instance, an automaker may compare the safety features of two or more models to see how they affect sales or which features need to be improved. This type of analysis may provide detailed data on each feature as well as historical data to compare how each feature performs.

A successful comparative analysis also assists a company in developing substantial and meaningful reasons for conducting the comparison. The information gathered by a company for a comparative analysis to support claims or arguments is not haphazard, but rather thoroughly researched evidence³. The purpose of an analysis could be to present opposing arguments and examine both sides, or to prove or disprove an argument. For example, an automaker's analysis could show that certain safety features increase auto sales. The analysis provides and confirms data indicating that side airbags are more popular than traction control. This enables a manufacturer to concentrate on improving and publicizing the features that customers want when purchasing a new car.

The difference of comparative and competitive analyses

The distinction between comparative and competitive analyses is based on the company's motivation for conducting either study. A comparative analysis, for example, could provide a comparison of indirect and direct

competition to form an overall view of an entire market⁴. To provide general information from a large population, this process relies on quantitative data.

Pattern analysis

Pattern analysis: Identifies patterns of behavior or trends to make predictions or enforce probability

Data filtering: Analyzes group data to identify and extract data subsets

Decision tree: Analyzes the advantages and disadvantages of a decision through its influences and risks⁵

Competitive analyses examine a specific direct competitor in order to provide side-by-side comparisons. To narrow the similarities and differences between your company and a competitor, you could conduct qualitative research. A competitive analysis examines the services, marketing strategies, and reputation of a direct competitor. A company, for example, may use a competitive analysis to compare and identify the best business structure to use, such as a sole proprietorship, limited liability company (LLC), or corporation.

Consider the following suggestions for conducting an effective comparative analysis: In order to conduct a comparative analysis, it is critical to conduct extensive research. Conducting research not only provides evidence to back up your findings, but it may also present a new perspective or angle not previously considered. Research may also provide insight into how competitors may approach a problem. Consider making a detailed list of similarities and differences when comparing two things in a comparative analysis.

Consider making a detailed list of similarities and differences when comparing two things in a comparative analysis. Determine how changing one aspect affects another, such as how increasing the number of employee vacation days affects sales, production, or costs.

A comparative analysis can also aid in the identification of external causes such as economic conditions or environmental issues⁶.

Although a comparative analysis may seek to support one argument or idea over another, it is critical that the analysis detail both sides equally. Although a comparative analysis may seek to support one argument or idea over another, it is critical that the analysis detail both sides equally⁷. To make informed, practical decisions or develop alternative solutions, an analysis comparing the benefits and drawbacks of starting a recycling program might examine its benefits, such as corporate responsibility, as well as its potential negative impacts, such as high implementation costs.

Research Results and Discussion

The Discussion section follows the Results and precedes the Conclusions and Recommendations section. It is here that the authors indicate the significance of their results. They answer the question, “Why did we get the results we did?” This section provides logical explanations for the results from the study. Those explanations are often reached by comparing and contrasting the results to prior studies’ findings, so citations to the studies discussed in the Literature Review generally reappear here. This section also usually discusses the limitations of the study and speculates on what the results say about the problem(s) identified in the research question(s). This section is very important because it is finally moving towards an argument. Since the researchers interpret their results according to theoretical underpinnings in this section, there is more room for difference of opinion. The way the authors interpret their results may be quite different from the way you would interpret them or the way another researcher would interpret them.

Conclusion

Just as Durkheim claimed, comparative studies are now a crucial component of anthropology and other social sciences (1938). The peoples that anthropologists had researched and portrayed have contested the status of professional social scientists as ethnographers with the rise of literacy and political participation. At the same time, comparative analyses by anthropologists, sociologists, and cultural geographers gain more academic significance and utility.

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