

The expression of comparison
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Annotation: Comparison, often known as comparing, is the process of discovering the features of two or more items are similar, distinct, and to what extent by first identifying the pertinent, comparable characteristics of each. When features differ, the differences can be compared to decide which thing is most appropriate for a certain use.

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A comparison is a description of the contrasts and similarities between two objects. Depending on the field, comparison can take many different forms: A comparison is a description of the contrasts and similarities between two objects. Depending on the field, comparison can take many different forms:

Comparing involves bringing two or more items together (physically or mentally) and systematically examining them to find patterns and discrepancies. Every study framework has a separate definition for comparison. A comparison is the investigation of the similarities or differences between two or more entities. In its most basic form, it entails contrasting two components that are not connected to one another.

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 efficient. 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 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 questions. 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 evidence¹. 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.

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¹ *O'sarova Nilufar Yakubovna, The role of the teacher in the development of young student's self-knowledge, Eurasian Journal of social sciences, philosophy and culture, ISSN 2181-2888, April 2022, 45-48.*

