

## Loanwords in the Uzbek Language of Terminology

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**Abstract.** *The aim of this paper is to discuss the function of loanwords in marketing and management terms. In the introductory part, the author presents very briefly an inventory of English words used in Uzbek. Additionally, we tried to show how different languages have helped to shape the current economic lexicon in English. In this article, an attempt will be made to discuss the influence of English economic vocabulary on Uzbek language and which particular domains, such as technical analysis or options, rely heavily on loanwords. It is also discussed how borrowed lexical items determine the language of economics. The article finishes with an attempt to predict the future situation of borrowings in Uzbek business communication.*

**Keywords:** *Loanwords, economics, marketing, management, terms, language.*

### INTRODUCTION

First of all, the economic terminology used in all business languages regardless of the line of business, is to be studied. This is the so-called economic basic terminology. These terms are used for fundamental economic phenomena and processes. For the Uzbek language of marketing, these terms are equally typical, such as: benchmarking, bonus, brand identity, brand manager, boom, price. The economic terms and the terms of the specialized language of mathematics, there are specific terms and word combinations which are characteristic for the language of marketing and its core. Marketing is an important component for the successful economic activity of an enterprise, since it helps the customer to decide in favour of the goods and the services they would like to purchase for satisfying their consumer needs. The manufacturing sector reacts to these needs by producing the goods and offering the services at reasonable prices. In order to name these processes in the language of marketing, there are lexical units that express psychological reactions and the relationship to real and potential customers. The more attentive one is in dealing with customers, the bigger is the chance of selling products and thus making higher profits.

Specific marketing key terms can be classified thematically. They are related to each other and they interact. Marketing itself is hard to imagine without market economy. This leads us to the most important term of marketing philosophy, that is to say the market – but not only as an isolated term, rather as core concept for all imaginable activities that enterprises can make on the market. In order to name such activities and processes as well as for characterizing the market[1].

### MATERIALS AND METHODS

Marketing is one of the most important philosophies of corporate management, characterizes market economy and applies to all industries and company types which act according to market-based principles. The still famous and often used marketing concepts were developed in the second half of the 19th century and at the beginning of the 20th century in the English-speaking countries in reaction to the development of industrial production. They varied at the different stages of development of marketing. In Uzbek, a lot of words and related terms were mainly borrowed from the English language. The above-mentioned factors led to the internationalization of the English terms in the Uzbek marketing terminology. The process of borrowing economic terms usually means

the creation of new terminological units (form and meaning)[2]. Therefore the analysed foreign-language units can be identified as lexical loanwords, which then can be categorized in imports, hybrids and loan translations. An import is a complete borrowing where the terminological units do not adapt to the phonetical, graphical and grammatical characteristics of the receiving language. Apart from some minor deviations, this phenomenon is true for Uzbek language, e.g.: *Marketing, Branding, Faktoring, Electronic Commerce/E-Commerce, Global- Marketing, International Marketing, Nonprofit marketing*

For the classical and modern marketing job titles, there are primarily loanwords of this type used: *Marketing Manager, Product Manager, Sales Manager, Key Account Manager, Communications Manager, Market Research Manager*, etc. This type of loanwords is particularly present when it comes to English abbreviations which are commonly used in German and Spanish economic texts, e.g.:

*C2C – Consumer-to-Consumer*

*C2B – Consumer-to-Business*

*B2C – Business-to-Consumer*

*B2B – Business-to-Business*

*E-Commerce – Electronic Commerce*

*PR – Public Relations*

*4Ps – Product, Price, Place, Promotion*

*7Ps – Product, Price, Place, Promotion, People, Processes, Physical Facilities*

*HR-Human Resources*

English	Uzbek
Benchmarking	Benchmarking
Bonus	Bonus
Boom	Bum
brand manager	Brend menejeri
brend identity	Brend identligi
Clearing	Kliring
Company	Kompaniya
Dagmar	Dagmar
Demarketing	Demarketing
diller	Diler
Directives	Direktivalar
Direct-marketing	Direkt-marketing
Distributor	Distribyutor
dumping	Demping
duopoly	Duopoliya
Electronic marketing/e-marketing	Elektron marketing
Firm	Firma
Forfeiting	Forfeyting
Franchise	Franshiza
Franchisee	Franchayzi
Franchising	Franchayzing

Horizontal marketing	Gorizontal marketing
Image maker	Imijmeyker
Internet marketing	Internet marketing
licensing	Litsenziyalash
Loyalty(Sadoqat)	Loyallik
Price	Baho
Retailing	Chakana savdo
segmentation	Segmentlashtirish
service panel	Servis paneli

## RESULT AND DISCUSSION

There are several reasons why loanwords occur in languages. First of all, a new word is introduced into a target culture when it can be coherent with the incorporating environment. There are also several stages connected with adapting loanwords.

The process as such depends on the following factors:

- 1) how the recipient language has developed;
- 2) to what extent speakers are ‘nationally conscious’;
- 3) international preferences;
- 4) philological knowledge and understanding difficulties in language comprehension [3]

We should conduct modernization of Uzbek language. It is necessary to make the language modern, to look for consensus in terminology issues, forever resolving the issues of translating international and foreign words into Uzbek language. These issues have not been resolved by a circle of solitary figures. There are terms commonly adopted in the whole world that enrich any language. However, tend to make life unnecessarily complicated, we often bring in confusion to our minds and swarm our own archaic memories.

The review on research materials shows lack of works in domestic linguistics in a complex investigating semantic and pragmatically aspects of English business lexemes in Uzbek languages. All aforesaid allows defining the relevance of a subject and necessity of its scientific judgment.

## CONCLUSION

The conducted analysis of English loanwords in the Uzbek economic terminology has clearly shown that the following widespread types of transition of loanwords in the receiving language are characteristic: imports, hybrids and lexical loan translations. For Uzbek language, all three types of loanwords – with or without phonetic and graphic deviations – have been proved to a greater extent. When it comes to translations, however, it has to be taken into account that the chosen unit has to be adapted to the orthographic standards of the receiving language. Sometimes there are different translation and spelling variants of one and the same unit. Then a dictionary of loanwords or neologisms with appropriate explanations and hints for the correct use would be very helpful. Furthermore, Internet sources are useful as well. By searching terminological units in search engines, it can be found out how often each variant occurs.

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