BUSINESS AND TECHNOLOGY-RELATED ENGLISH BORROWINGS IN UZBEK PUBLICISM

Sapayeva Marjona
UZSWLU sophomore student
Email:sapayevamarjona1@gmail.com

Abstract: This study explores the influence of English borrowings in Uzbek publicism, particularly in business and technology-related contexts. With globalization and digital advancements, many English terms have entered Uzbek media, often due to the lack of native equivalents or the perception of English words as more prestigious. The paper categorizes these borrowings by field, examines their adaptation into Uzbek grammar and pronunciation, and discusses the role of the Uzbek Terminology Commission in proposing native alternatives. While borrowings facilitate modernization, their increasing use raises concerns about linguistic identity and the dominance of foreign terms. The study emphasizes the importance of promoting Uzbek equivalents to maintain linguistic integrity while adapting to global influences.

Keywords: English borrowings, Uzbek publicism, business terminology, technology terms, loanwords, language preservation, globalization, native Uzbek alternatives.

Introduction

Language is a dynamic system that evolves alongside cultural, technological, and economic developments. One of the most significant influences on modern languages is globalization, which has led to increased linguistic borrowing across the world. English, as the dominant language of international business, science, and technology, has contributed numerous loanwords to various languages, including Uzbek. In recent decades, Uzbek publicism particularly in business and technology-related contexts has seen a surge in English borrowings. These terms often enter the language through media, online platforms, and professional communication. While some of these borrowings fill lexical gaps, others replace existing Uzbek words due to their perceived modernity and prestige. For example, terms like "navigator" and "challenge" have been widely adopted despite native Uzbek alternatives. This paper examines the role of English borrowings in Uzbek publicism, categorizing them based on their usage and analyzing their impact on linguistic identity. It also discusses the efforts of the Uzbek Terminology Commission, which has proposed native equivalents for many foreign terms. While borrowings facilitate modernization and international communication, their increasing dominance raises concerns about

language preservation. The study highlights the importance of promoting native Uzbek alternatives to maintain linguistic integrity while adapting to global influences.

1. Categories of Borrowed Words

According to M. A. Shikib (2025) English borrowings in Uzbek publicism can be grouped into several categories based on their usage and context:

1. Technology and Science: Many terms related to technology and innovation are borrowed directly. Examples include "internet," "computer," "software," and "hardware".

2. Business and Economics: Terms related to business practices and management often come from English, such as "marketing," "manager," "investment," and "budget".

3. Culture and Entertainment: Borrowings in this category include "film," "music," "fashion," and "show".

4. Education: Academic terms like "university," "seminar," "course," and "student" are frequently borrowed.

5. Everyday Life: Some words have become common in daily speech, such as "taxi," "restaurant," and "club".

6. Social Media and Communication: The rise of digital communication has introduced words like "email," "chat," "post," and "blog".

7. Product and Brand Names: Many global brands are borrowed directly, such as "KFC," "Coca-Cola," and "Nike" [1].

These borrowings often adapt to Uzbek phonetics and grammar but retain their English origins. M. A. Shikib's study at Termez State University highlights these categories, providing further insight into how English words integrate into Uzbek publicism .

2. Native Uzbek Alternatives to English Borrowings

The Uzbek Terminology Commission has proposed native alternatives to counter the increasing use of English borrowings. Some examples include:

Aysberg → Muztog'

Koridor → Yo'lak

Lider → Yo'lboshchi, yetakchi

Chelenj → Chorlov

Navigator → Yo'llagich

Selfi → O'zchekim

Svetofor → Yo'lchiroq

Keshbek → Hadya-qaytim

Powerbank → Kuchlantirgich [5].

While these terms aim to preserve the Uzbek language, English borrowings remain widely used due to their familiarity and convenience. Despite efforts to promote Uzbek equivalents, many speakers still prefer English terms, especially in

digital communication and business. Future research should assess the public's acceptance of these alternatives and identify strategies to encourage their use.

3. Business and Technology Terminology in Uzbek Publicism

Salomova. S (2024) examines how English borrowings have become essential in Uzbek business and technology-related discourse. Many of these terms describe modern concepts that lack direct Uzbek equivalents, making their adoption widespread in media and professional communication. For instance, electronic commerce (e-commerce) refers to the buying and selling of goods and services through online platforms, forming the backbone of digital business. Search engine optimization (SEO) is a strategy used to enhance website visibility on search engines, ensuring businesses reach a larger audience. Digital marketing encompasses promotional techniques that rely on online channels to advertise products and services effectively. Similarly, social media platforms enable users to engage with content and connect with others, while website analytics involves analyzing visitor data to improve site performance and user experience [2]. These examples highlight the growing influence of English terminology in Uzbek publicism, particularly in business and technology. While they facilitate communication in a globalized world, their increasing use raises questions about linguistic adaptation and the necessity of native Uzbek alternatives.

Conclusion

The increasing presence of English borrowings in Uzbek publicism, especially in business and technology, reflects the influence of globalization. While these borrowings aid modernization and international communication, they also pose challenges to linguistic preservation. The Uzbek Terminology Commission's efforts to introduce native alternatives demonstrate a commitment to maintaining linguistic integrity. However, more initiatives such as public awareness campaigns, educational programs, and media usage are needed to encourage the adoption of Uzbek equivalents. Future research should explore public attitudes toward these alternatives and assess their effectiveness in real-world communication.

References:

1. Salomova. S (2024). The use of online business terms in English and Uzbek linguistics. GRN Journals.

2. Shikib, M.A. (2024). Functioning of English borrowed words in Uzbek and Dari written sources. Termez State University

3. Shukurov. O (2024). Development of Uzbek language vocabulary under globalization. Karshi State University.

4. UNESCO. (2009). Interactive Atlas of the World's Languages in Danger.

5. Uzbek Terminology Commission. (2024). Proposed Native Alternatives for English Loanwords.