

LEXICAL-SEMANTIC AND FUNCTIONAL FEATURES OF ENGLISH BORROWINGS
IN MODERN UZBEK BUSINESS TERMINOLOGY

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ZAMONAVIY O'ZBEK BIZNES TERMINOLOGIYASIDAGI INGLIZ O'ZLASHMALARNING
LEKSIK-SEMANTIK VA FUNKSIONAL XUSUSIYATLARI

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ЛЕКСИКО-СЕМАНТИЧЕСКИЕ И ФУНКЦИОНАЛЬНЫЕ ОСОБЕННОСТИ АНГЛИЙСКИХ
ЗАИМСТВОВАНИЙ В СОВРЕМЕННОЙ УЗБЕКСКОЙ БИЗНЕС-ТЕРМИНОЛОГИИ

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Tayanch soʻzlar: biznes terminologiyasi, inglizcha oʻzlashmalar, oʻzbek tili, leksik-semantik moslashuv, funksional tahlil, biznes diskursi, globallashuv, terminologik rejalashtirish.

Rezyume. Maqolada zamonaviy oʻzbek biznes terminologiyasida inglizcha oʻzlashmalarning leksik-semantik va funksional xususiyatlari tadqiq qilinadi. Tadqiqot inglizcha biznes terminlarining oʻzbek tiliga kirib kelish yoʻllari, ularning orfografik, fonetik, morfologik va semantik moslashuvi hamda zamonaviy biznes diskursidagi kommunikativ vazifalarini tahlil qiladi. Tahlil shuni koʻrsatadiki, inglizcha oʻzlashmalar faqat chet tilidan kirgan birliklar emas, balki yangi tushunchalarni nomlash, professional identifikatsiyani ifodalash, innovatsionlikni koʻrsatish va uslubiy nufuz yaratish vositasidir. Maqolada terminologik siyosat xalqaro tushunarlilik, semantik aniqlik va oʻzbek tilida soʻzlashuvchi auditoriya uchun qulaylik oʻrtasidagi muvozanatga asoslanishi kerakligi asoslanadi.

Ключевые слова: бизнес-терминология, английские заимствования, узбекский язык, лексико-семантическая адаптация, функциональный анализ, деловой дискурс, глобализация, терминологическое планирование.

Резюме. В статье исследуются лексико-семантические и функциональные особенности английских заимствований в современной узбекской бизнес-терминологии. Рассматриваются пути проникновения английских бизнес-терминов в узбекский язык, их орфографическая, фонетическая, морфологическая и семантическая адаптация, а также коммуникативные функции в современном деловом дискурсе. Анализ показывает, что английские заимствования являются не просто иностранными лексическими единицами: они называют новые понятия, обозначают профессиональную идентичность, выражают инновационность и создают стилистический престиж. В статье обосновывается необходимость сбалансированной терминологической политики, сочетающей международную узнаваемость, семантическую точность и доступность для узбекоязычной аудитории.

Key words: business terminology, English borrowings, Uzbek language, lexical-semantic adaptation, functional analysis, business discourse, globalization, terminology planning.

Summary. The article investigates the lexical-semantic and functional features of English borrowings in modern Uzbek business terminology. The research examines how English business terms enter Uzbek, how they are adapted at the orthographic, phonetic, morphological and semantic levels, and what communicative functions they perform in contemporary business discourse. The analysis demonstrates that English borrowings are not merely foreign lexical additions: they name new concepts, mark professional identity, express innovation and create stylistic prestige. The article argues that a balanced terminological policy should combine international recognizability with semantic clarity and accessibility for Uzbek-speaking audiences.

Introduction. Modern business communication is one of the most dynamic areas of lexical development. Market reforms, digital platforms, international investment, e-commerce, corporate management and startup culture continuously introduce new concepts into national languages. In this process, English occupies a dominant position because it functions as a major language of finance, management, technology and global entrepreneurship. Uzbek, like many other languages, actively interacts with English in the economic sphere; as a result, a visible layer of English-origin terms has formed in contemporary Uzbek business terminology.

The relevance of this issue is not limited to the growth of foreign words. Borrowed business terms reveal how a language responds to new social and economic realities. Words such as *biznes*, *marketing*, *menejer*, *brend*, *startup*, *investitsiya*, *outsourcing*, *networking*, *target*, *keshbek* and *dedlayn* are now used in advertising, banking, education, social media and entrepreneurial communication. Some of them have become ordinary lexical units, while others still

sound specialized, fashionable or restricted to professional communities. This uneven integration makes the topic important for linguistics, translation studies and terminology planning. The selected borrowings may be given in sequence with transcription as follows: *biznes* [biznes]; *marketing* [marketing]; *menejer* [menejer]; *brend* [brend]; *startup* [startup]; *investitsiya* [investitsiya]; *outsourcing* [outsourcing]; *networking* [networking]; *target* [target]; *keshbek* [keshbek]; *dedlayn* [dedlayn]. In discourse, they are mainly used in business, marketing, banking, education, social media and project-management contexts, showing professional and modern business communication.

Terminology theory defines a term as a lexical unit that denotes a specialized concept in a particular field of knowledge or professional activity [1]. However, business terminology differs from many other terminological systems because it easily crosses the boundary between professional and public discourse. A financial analyst, a bank employee, a small entrepreneur and a social media user may all employ the same business word, but not

always with the same degree of conceptual precision. Consequently, the study of English borrowings in Uzbek business terminology must include both semantic analysis and functional interpretation.

The aim of this article is to analyze the lexical-semantic and functional features of English borrowings in modern Uzbek business terminology. The article addresses four main questions: which types of English business terms are most actively borrowed into Uzbek; how they are adapted in form and meaning; what functions they perform in business discourse; and what problems arise in their translation and standardization. The main hypothesis is that English borrowings are not random lexical imports but a structured and socially motivated layer of Uzbek business vocabulary.

Methods. The research is based on qualitative linguistic analysis. The material consists of English-origin business terms commonly used in modern Uzbek business communication, including entrepreneurship discourse, marketing texts, banking vocabulary, online business courses, job advertisements and social media posts related to commerce and professional development. The study does not claim to provide a complete corpus of all borrowed terms; rather, it focuses on representative examples that clearly demonstrate the main tendencies of adaptation and usage.

The descriptive method is used to identify the structural forms of English borrowings in Uzbek. The comparative method makes it possible to compare the English source terms with their Uzbek usage and to determine the degree of correspondence between the original and borrowed meanings. The lexical-semantic method is applied to examine processes such as meaning preservation, narrowing, broadening and reinterpretation. The functional method explains why speakers choose English borrowings instead of Uzbek equivalents and what pragmatic effects such choices produce.

Four analytical levels are considered. The first is orthographic adaptation, which concerns the spelling of a borrowed term in Uzbek Latin script. The second is phonetic adaptation, where English sounds are adjusted to Uzbek pronunciation habits. The third is morphological adaptation, especially the ability of borrowed terms to receive Uzbek affixes and participate in word formation. The fourth is semantic-functional adaptation, which examines the meaning of a term in actual use and its role in professional, institutional or promotional communication.

The theoretical foundation of the study relies on terminology theory, contact linguistics and translation studies. In particular, the article draws on the view that terminology is not simply a list of words but a system of concepts functioning in concrete communicative situations [1]. It also follows the principle that borrowing is influenced by social need, prestige and intensity of contact between languages [3]. Translation strategies such as direct borrowing, naturalization, calque and descriptive translation are used to explain the Uzbek treatment of English business terms.

Results. The analysis shows that English borrowings in Uzbek business terminology can be grouped according to their degree of adaptation and communicative distribution. The first group consists of fully or almost fully assimilated terms: *biznes*, *marketing*, *menejer*, *brend*, *investitsiya* and *budjet*. These terms are widely recognized and used not

only by specialists but also by the general public. Their foreign origin is still identifiable, but they no longer create serious comprehension difficulties. They have become part of everyday economic vocabulary.

The second group includes partially adapted or specialized terms, such as *startup*, *franchayzing*, *outsorsing*, *networking*, *target*, *keshbek*, *dedlayn*, *benchmarking*, *lead generation* and *pitch deck*. These units are frequent in digital entrepreneurship, marketing, management and investment contexts, but their spelling and meaning may require additional explanation for audiences who are not familiar with global business culture. Selected examples show the following adaptation sequence: *business* - *biznes*, *manager* - *me nejer*, *marketing* - *marketing*, *brand* - *brend*, *startup* - *startap*, *outsourcing* - *outsorsing/outsourcing*, *networking* - *networking/networking*, *cashback* - *keshbek/cashback*, *deadline* - *dedlayn/deadline*.

This sequence demonstrates that borrowed business terms enter Uzbek through different mechanisms. Some terms are almost unchanged, as in *marketing*, while others are adapted to Uzbek spelling and pronunciation, as in *brend*, *biznes* and *startap*. A further group exists in two competing spellings, for example *keshbek/cashback* and *outsorsing/outsourcing*. This variation indicates that standardization is still developing and that users often choose between international visibility and local orthographic convenience.

The results also reveal significant semantic movement. *Marketing* in English includes market research, product strategy, pricing, distribution, promotion and customer relations. In everyday Uzbek usage, however, it is sometimes reduced to advertising or sales promotion. *Brand* in English denotes a complex system of identity and consumer perception; in Uzbek discourse *brend* may mean a famous company, a prestigious product, a strong image or even high quality in general. *Startup* is another example of semantic narrowing: internationally it usually refers to a scalable and innovative enterprise, but in Uzbek it may be applied to almost any newly opened small business.

Morphological adaptation is especially important because it shows that English borrowings are not passive foreign elements. They become productive units in Uzbek word formation: *brendlar*, *menejerlar*, *startapchi*, *marketingchi*, *biznesmenlar*, *targetlash*, *brendlash* and *investitsiyaviy* are examples of Uzbek affixation applied to foreign stems. The suffix *-chi* creates agent nouns, while *-lash* forms verbs that express action or process. Such forms prove that borrowed business terminology gradually enters the grammatical system of Uzbek.

Another visible result is the spread of hybrid combinations. Uzbek business discourse frequently combines English-origin roots with Uzbek or internationally assimilated elements: *brend yaratish*, *marketing strategiyasi*, *startap loyihasi*, *target auditoriya*, *cashback tizimi*, *biznes reja*, *networking imkoniyatlari* and *investitsiya muhiti*. These combinations show that borrowing does not occur only at the level of isolated words. It also produces mixed phraseological and syntactic models that reflect the interaction of local and global communicative patterns.

Discussion. The lexical-semantic behavior of English borrowings in Uzbek business terminology can be explained by several interrelated factors. The first factor is nominative necessity. When a new economic practice or digital service enters the Uzbek market, the English term

often arrives together with the concept[2]. For example, *startup*, *outsourcing*, *networking*, *cashback*, and *benchmark* are connected with business models and tools that have been institutionalized internationally. In such cases, borrowing is economical because it supplies a concise name for a concept whose Uzbek equivalent may not yet be stable [4].

The second factor is conceptual precision. Some Uzbek equivalents exist, but they do not always cover the same professional meaning. *Management* may be translated as *boshqaruv*, but *menejment* often has a narrower business and organizational sense. *Investment* may correspond to *sarmoya*, yet *investitsiya* is more formal and institutional in economic and legal contexts. *Brand* may be translated as *savdo belgisi*, but *brend* usually includes image, reputation, emotional value, and market recognition. Thus, English borrowings do not simply duplicate Uzbek words; they create functional and stylistic differentiation [5].

The third factor is prestige. In many business contexts, English terms are chosen because they signal modernity, competence and international orientation. Expressions such as; *personal brand*, *target auditoriya*, *startup ekotizimi* and *digital marketing* are not only informative; they also construct a professional image. This function is particularly strong in advertising, business coaching, online education and social media entrepreneurship. The English element gives the message an impression of innovation and global relevance, even when a local equivalent is possible. However, the active use of English borrowings also creates difficulties. One problem is orthographic instability. The coexistence of *cashback* and *keshbek*, *networking* and *netvorking*, *outsourcing* and *outsorsing* shows that Uzbek business writing has not fully standardized several borrowed forms. Different spelling choices may depend on the writer's education, the target audience, the platform and the desired degree of international appearance. In academic, legal and educational texts, such variation can reduce terminological consistency. A second problem is semantic simplification. When specialized English terms enter public discourse, their meanings may become narrower or less precise. Marketing may be understood only as advertising; branding may be reduced to logo design; startup may be used for any new shop; investment may be confused with ordinary spending. These shifts are natural in language contact, but they can create misunderstandings in professional communication. Therefore, business education and translation practice should explain not only the form of a borrowed term but also its conceptual content.

A third problem is audience accessibility. Terms such as stakeholder, unit economics, lead generation, B2B sales funnel and customer acquisition are meaningful to specialists, but they may exclude readers who do not have English proficiency or business training. In public communication, excessive borrowing may make economic

information less transparent. A balanced approach is necessary: widely known international terms may be used, but unfamiliar terms should be accompanied by explanation or by an Uzbek equivalent when clarity is more important than prestige. From the perspective of translation, several strategies are available. Direct borrowing is appropriate when the term is already widely used, as in marketing, *brend* and *startup*. Naturalization is used when the borrowed word is adjusted to Uzbek spelling or pronunciation, as in *biznes*, *menejer* and *keshbek*. Calque translation is effective when the concept can be rendered clearly: market share becomes *bozor ulushi*, business plan becomes *biznes reja*, and target audience can be translated as *maqsadli auditoriya*. Descriptive translation is useful for complex terms such as pitch deck or customer journey, especially in academic and educational texts. The functional value of English borrowings is therefore multidimensional. They perform a nominative function by naming new realities; a cognitive function by importing conceptual models; a professional function by marking membership in a business community; a stylistic function by making discourse sound modern; and a pragmatic function by attracting attention in advertising and promotion. These functions explain why borrowed terms remain active even when Uzbek alternatives exist.

Conclusion. English borrowings constitute an important and rapidly developing layer of modern Uzbek business terminology. Their expansion is closely connected with globalization, digital entrepreneurship, international trade, investment culture and the symbolic prestige of English as a language of innovation. The analysis shows that these borrowings enter Uzbek through direct transfer, transliteration, phonetic adaptation, semantic narrowing or broadening, calque translation and hybrid formation. From a lexical point of view, English borrowings enrich Uzbek business vocabulary by naming new practices, professional roles and market realities. From a semantic point of view, they may preserve their original meaning, develop local meanings or acquire broader pragmatic associations. From a functional point of view, they serve nominative, professional, stylistic, prestige-related and identity-forming purposes. Their productivity is confirmed by the fact that many borrowed stems receive Uzbek affixes and participate in native word-formation models. Nevertheless, the active use of English borrowings creates challenges, including spelling variation, unstable meanings, excessive foreignness and unequal accessibility for specialist and non-specialist audiences. For this reason, modern Uzbek business terminology requires balanced standardization. Internationally established terms may be accepted and adapted, but clear Uzbek equivalents should be promoted when they are precise, natural and widely understandable. The central task is to harmonize global business communication with the internal norms and communicative needs of the Uzbek language.

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