

THE PLACE OF FOREIGN LANGUAGES USED IN THE FIELD OF CONSTRUCTION AND TRADE IN THE LINGUISTICS OF THE UZBEKISTAN LANGUAGE AND ITS PRACTICAL RESEARCH

Ozoda Khushvaktova

Master's student of the Asian University of Technologies.

<https://doi.org/10.5281/zenodo.16935961>

Аннотация. В данной статье анализируется роль и значение слов и терминов иностранного происхождения, активно используемых в сферах строительства и торговли, в лингвистической системе узбекского языка. Рассматриваются их лексико-семантические и фонетико-морфологические особенности, а также практическое применение.

Ключевые слова: заимствованные термины, заимствованные слова, лексика строительства, торговая терминология, лингвистическая интеграция, лексические изменения, лексика узбекского языка

Annotation. This article analyzes the role and significance of foreign-origin words and terms actively used in the fields of construction and trade within the linguistic system of the Uzbek language. It explores their lexical-semantic and phonetic-morphological features, as well as their practical application.

Keys words: borrowed terms, loanwords, construction vocabulary, trade terminology, linguistic integration, lexical change, uzbek language vocabulary.

Introduction.

As a result of globalization processes, the influence of foreign languages is increasing in various fields, in particular, in economic sectors such as construction and trade. In particular, modern communication, international cooperation and technological developments require the terminological base in these fields to be multifaceted and multilingual. From this perspective, terms and expressions that have been transferred from foreign languages, in particular from English, Russian, Turkish and other languages, to the Uzbek language, and the linguistic changes that are being formed on their basis, deserve special scientific attention. Terms formed on the basis of foreign languages in the construction and trade sector, their equivalents in the Uzbek language and their use allow us to analyze the practical and theoretical aspects of the development of the language. This process shows not only the introduction of new terms, but also how they adapt to the lexical-semantic system of the Uzbek language. In this regard, it is important to shed light on the scientific foundations of this issue at the intersection of linguistics, translation studies, industry linguistics and sociolinguistics. This dissertation analyzes foreign languages used in the construction and trade sector, their impact on the Uzbek language, the process of terminological acquisition, linguistic adaptation, practical language use, and lexical and semantic changes occurring on this basis. The study also aims to shed light on the impact of foreign language elements on communicative effectiveness and their contribution to language culture.

Research methodology

The term “decor” in English is one of the most widely used universal terms in the construction and trade sector, and in the Uzbek language it is used mainly in relation to interior design, finishing, and decorative materials. Communicatively, this word: – is distinguished by brevity and modernity; – is quickly understood by specialists and consumers; – has a visual and semantic impact in advertising and marketing methods. The word “decor” remains communicatively convenient and effective in the Uzbek language, therefore it is often used in its original form. The following alternatives exist in the Uzbek language for the term “decor”: – – – decoration; pardoz (decoration material); interior design element; aesthetic building materials.

However, practical observations (advertising banners, online shopping sites, construction catalogs) show that Uzbek alternatives are not yet widely used, which reduces terminological consistency. The relevance of the article is that by analyzing the integration of language and field, it will be possible to deeply understand the process of adaptation and enrichment of the Uzbek language to modern needs, to identify national linguistic approaches to term creation, and to create a scientific basis for interdisciplinary linguistic research. In recent years, Uzbekistan has been working towards economic development, attracting investment, and expanding foreign partnerships. These processes have led to the widespread use of foreign languages, especially Russian, English, and Turkish, in the construction and trade sectors. This has led to an increase in the number of borrowed words in the Uzbek lexicon, that is, linguistic integration.

The use of foreign words in the Uzbek language is noticeable in the following forms: – construction terms: concrete, reinforcement, foundation, brick, installation, facade, design, project. These words often came from the Russian language. Although there are Uzbek alternatives to them, in practice foreign forms are used predominantly. – trade terms: brand, logistics, marketing, distributor, campaign, contract, office. These words came from English and Russian. Comments and suggestions. Expressions such as “brand promotion”, “starting a campaign” have entered the language. In phonetic and morphological adaptation, when foreign words enter the Uzbek language, phonetic adaptation sometimes occurs: – – – installation → installation; brand → brands; design → designer, design. In this case, the Uzbek affixes -chi, -lik, -lashtir are added, and morphological adaptation occurs: – – brand → brand designer; marketing → marketing strategy. In stylistic analysis, these terms are widely used in official documents, advertising texts, contracts, and media. They often appear in a “mixed code” state: in phrases such as “Project design”, “Concrete was poured according to the contract”, “The campaign needs to be started”, there is a combination of Uzbek and foreign words. This situation causes a stylistic imbalance, that is, a lack of harmony between colloquial and official language.

In linguistic integration and problems, foreign terms are sometimes used in situations that contradict the norms of the Uzbek language. Non-standardized terms cause confusion. The internal capabilities of the Uzbek language are not being used sufficiently. The language is enriched by its positive aspects. The possibilities of expressing new concepts are expanding. A universal means of communication for specialists in the field is being formed. Conclusion. The influence of foreign languages on the Uzbek language in the construction and trade sectors is profound. This influence is bringing about significant changes in lexical, phonetic, morphological and stylistic aspects.

Although foreign words integrated into the lexical system enrich the language, their standardization and development of Uzbek alternatives remain an urgent issue. The following Russian and English terms are widely used in the construction sector: concrete, reinforcement, foundation, design, installation, design, facade, estimate, projection. In the trade sector: brand, marketing, logistics, broker, promotion, designer, office, contract. They are being adopted either directly or through morphological changes due to their semantic incompatibility with existing words in the Uzbek language or because they express modern concepts. The influence of foreign languages on the Uzbek language in the construction and trade sectors is leading to linguistic changes. Integration in the lexical system is increasing, but this process requires standardization and scientific substantiation. While this is seen as an opportunity for language development, a scientific approach is essential.

References

1. Juraqulov A. Lexicon of the modern Uzbek literary language. –Tashkent: Fan ashriyoti. (2019).
2. Karimov N. Loanwords of the Uzbek language: lexical and semantic features. –Tashkent: UzMU Publishing House. (2021).
3. Shodiyev X. Terminology and its linguistic foundations. – Tashkent: Institute of Language and Literature of the Uzbek Academy of Sciences. (2020).
4. Normurodov I. Lexical changes in Uzbek linguistics. – Samarkand: SamDU Publishing House. (2018).
5. Rakhmatullaeva D. “Integration of foreign vocabulary in modern Uzbek language: construction and commerce sphere.” *Uzbek Journal of Philological Studies*, (2022). №2(4), 56–63.
6. Fayzullaeva D. Field terms and their adaptation to the Uzbek language. –Termez: Scientific collection of Termez State University. (2020).
7. Abdulhakimova, Y. (2021). Navoiy va Fuzuliy dostonlarining kompozitsion qurilishi. *Oltin bitiglar–Golden Scripts*, 4(4).
8. ABDULHAKIMOVA, Y. THE SKILL OF ALISHER NAVOI AND MUHAMMAD FUZULI IN THE DESCRIPTION OF THE IMAGE OF QAYS. *UNIVERSITETI XABARLARI*, 2022, [1/4] ISSN 2181-7324.
9. Yulduz, A. (2023). NAVOIY VA BOBUR IJODIDA MASNAVIY. *Роль наследия Захриддина Мухаммада Бабура в развитии восточной государственности и культуры*, 1(1).
10. Abdulhakimova, Y. (2021). Navoiy va Fuzuliy dostonlarining kompozitsion qurilishi. *Oltin bitiglar–Golden Scripts*, 4(4).
11. ABDULHAKIMOVA, Y. THE SKILL OF ALISHER NAVOI AND MUHAMMAD FUZULI IN THE DESCRIPTION OF THE IMAGE OF QAYS. *UNIVERSITETI XABARLARI*, 2022,[1/4] ISSN 2181-7324.
12. Pardayeva, N. Q. Y. (2024). NIZOMIY GANJAVIY ASARLARI BADIYYATI. *Oriental renaissance: Innovative, educational, natural and social sciences*, 4(20), 33-36.

13. Пардаева, Н. Қ. (2020). АНБАР ОТИН “ЯККА БАЙТЛАР” И ҲАҚИДААЙРИМ МУЛОҲАЗАЛАР. In *ИННОВАЦИОННЫЕ ПОДХОДЫ В СОВРЕМЕННОЙ НАУКЕ* (pp. 125-128).
14. Khidirova, M. A., & Pardayeva, N. G. A. (2021). TRANSLATION ISSUES OF PHRASEOLOGICAL UNITS USED WITH ANIMAL NAMES FROM ENGLISH INTO UZBEK. *Oriental renaissance: Innovative, educational, natural and social sciences*, 1(11), 1058-1062.
15. Pardayeva, N. Q. Y. (2024). NIZOMIY GANJAVIY ASARLARI BADIYYATI. *Oriental renaissance: Innovative, educational, natural and social sciences*, 4(20), 33-36.
16. Rajabova, Hulkar. "Interpretation of time and space in shorts (Chronotope) (On the example of the stories of the writer Shukhrat Matkarim “Yilon”, “Maqar”, Kholiyor Safarov “Honor and Life”, “Wingless Birds”, “The Saddest Joy”)." *Modern Science and Research* 4.3 (2025): 1332-1340.
17. Rajabova, Hulkar. "INTERPRETATION OF TIME AND SPACE IN SHORTS (CHRONOTOPE) (On the example of the stories of the writer Shukhrat Matkarim “Yilon”, “Maqar”, Kholiyor Safarov “Honor and Life”, “Wingless Birds”, “The Saddest Joy”)." *Modern Science and Research* 4.3 (2025): 1332-1340.
18. RAJABOVA, H. (2025). QISSADA EKZISTENSIAL QAHRAMON VA UNING JONZODLAR BILAN YASHASH MOTIVI (SHUHRAT MATKARIMNING “MAQAR” QISSASI MISOLIDA). *News of the NUUz*, 1(1.2), 1.
19. Allayorov, T. L. (2025). LINGUOPOETIC STUDY OF TOG ‘AY MUROD’S WORKS. *Journal of Multidisciplinary Sciences and Innovations*, 1(2), 320-323.
20. Adilova, S. S., Kulmamatova, D. E., Babaev, S. K., Alloberganova, Z. B., Hodzhaniyozova, B. H., & Allanazarov, S. B. (2021). Quantity of Pigments in Leaves of Old Local Wheat Varieties of Uzbekistan under Irrigated Conditions. *Annals of the Romanian Society for Cell Biology*, 25(3), 3249-3253.
21. Narimova, G. (2025). WORD FORMATION IN THE UZBEK LANGUAGE AND ITS MODERN TENDENCIES. *International Journal of Artificial Intelligence*, 1(4), 2521-2523.
22. Narimova, G. (2025). YONDASHUVLAR ASOSIDA TIL TA’LIMINI TAKOMILLASHTIRISHDA YOZMA NUTQ MOHIYATI. *Modern Science and Research*, 4(2), 40-45.