

**THE SEMANTIC STRUCTURE OF TERMS USED IN SOCIAL NETWORK
MARKETING (WITH ENGLISH AND UZBEKISTAN AS EXAMPLES)**

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Annotation: Linguists and industry experts have always been interested in the problem of separating terms related to a particular field from the vocabulary, systematizing them, and improving them if necessary. The importance of a system that generalizes terminological vocabulary becomes more obvious when considering its scientific, theoretical, and statistical factors.

Key words: Term, terminology, English, social network, word, Uzbek language, vocabulary, vocabulary, semantics, marketing, semantic analysis.

Introduction. The law of laconicity in the speech reality of the language serves to polysemanticize monosemantic lexemes. This is also reflected in the fact that polysemantic lexemes are significant among lexemes in any language. Lexemes such as barcode, cashback, promocode, brand, video advertising, feedback, content, hashtag, trend, spam used in social network marketing are distinguished by their monosemanticity. As noted, although lexemes are monosemantic at the initial stage of creation as a term or introduction into another language, they undergo a spiritual transformation under the influence of the sociality of the language. We observe evidence of this idea in the use of some of the above lexemes not only in online sales, but also in direct sales. For example, we will continue our discussion through the semantic properties and scope of application of lexemes such as cashback and brand. In particular, according to the English corpus, the lexeme cashback has more than twenty synonyms in English, such as credit, discount, kickback, partial refund, rakeback, have money back, kick-back, claim, compensation, payment, payback, rebate, recovery, redemption, refund, reimbursement [1]. Of the listed synonymous lexemes, only the lexical unit cashback is actively used in Uzbek texts and advertisements. This lexeme is somehow associated with a certain concept in the imagination of the Uzbek people. In other words, this lexeme is understood by the majority of those who communicate in the Uzbek language, and when they read or hear it, a certain concept appears in their imagination. There is sufficient reason to say that the lack of an alternative to the lexeme cashback in the Uzbek language also caused its semantic features to be formed on the basis of the English language. The fact that the Uzbek people have not had much time to transition to a market economy is also reflected in the fact that the concept of cashback appears as a means of encouraging buyers and service users in this type of economy. That is, the unit we are analyzing has recently begun to enter the Uzbek language, the linguistic landscape of the Uzbek world, both as a concept and as a word. Therefore, it is necessary to rely on the English definition of this lexeme ("the process of returning part of the payment for a product or service purchased by a buyer or user to a cash / credit card as an incentive"). It is used in the same sense in modern Uzbek marketing, in particular, in social network marketing.

Literature review. In the process of semasiological approach to language units, the ban undoubtedly begins with the language unit. This also applies to social network marketing terms, of course. For example, issues such as what the brand word represents in existence, what semes

it consists of, and the relationship of semes to the concept expressed by the word are the objects of study of semasiology. We can say that semasiology is a level of linguistics that studies the semantic side of language units. The importance of derivational processes in the formation of terms is not limited to the active use of word-forming suffixes. Because a term is recognized not only as an alternative to a simple language unit, but also as a special word with its own characteristics. Just as the introduction of new terms into terminology changes the lexicon, the laws of word formation in the language also affect terminology. Lexemes such as discount, order, which play an important role in the terminological system of social network marketing, are among the artificial lexemes in the Uzbek language. After all, the fact that the listed lexemes are formed from the verbs to order, to deduct using the -ma noun form does not require much evidence. Experts who have examined the morphemic structure of the Uzbek language note that the -ma derivational affix forms nouns and adjectives from verbs [2:110]. At the same time, it should be noted that derivational units are found not only in the Uzbek units of social network marketing terms, but also in the English part. Artificial social network marketing terms in the English language include timeline, retargeting, follower, etc. Some of these lexemes were formed on the basis of derivational patterns in the English language and then passed into the Uzbek language. For example, such a semantic connection can be seen between the lexemes follower and observator, which are currently used in the Uzbek language with a close frequency of use and are often used as synonymous lexemes. Because both lexemes are nouns formed from verbs. In other words, the observator lexeme is a lexeme that represents a person who subscribes to a network about a person or organization on a social network, and it was created by copying the lexeme follower in English.

Research Methodology. “Terminology has its own characteristics. While synonymy, homonymy, and polysemy are a wealth of language in a universal language, they are considered a negative phenomenon in terminology. For example, in the Uzbek language, several terms are used to express a single concept. This, in turn, complicates the process of reading, teaching, and exchanging information” [3:448]. Sometimes this situation is associated with the lack of systematization of research in the field, the lack of awareness of each other’s scientific views among specialists, etc. Sometimes the fact that the field itself is completely new can also lead to different use of terms by specialists. Despite such obstacles, achieving unambiguity of terms is one of the main tasks facing specialists in the field. We can say that the fact that homonymy, synonymy, and polysemy can be observed among the terms of social media marketing, which is itself one of the modern fields, is due to the fact that language is a social phenomenon. Homonymy is the formal similarity of several lexemes. The homonymy of terms is manifested as a state of formal correspondence of a lexeme isolated as a term to a lexeme in the national language or to a term in another field. For example, the terms aksiya, post, which are actively used in Uzbek social network marketing, are homonyms according to their formal and semantic characteristics. The following dictionary articles are given in the explanatory dictionary of the Uzbek language for the lexeme aksiya:

“AKSIYA I [fr. action – valuable security] A valuable security issued by a joint-stock company.

AKSIYA II [lat. actio – action] A work done to achieve a goal, an action”[4:75].

The cited quote shows that the lexeme aksiya was formed as a homonym in the linguistic landscape of the Uzbek world. The meaning of the lexeme given in the second dictionary article in the dictionary is used as a term for social network marketing. In fact, in order for the lexeme

to be included in the terminology of the field under study, a slight shift in the meaning given in the explanatory dictionary should also occur. The translation of the lexeme into English is represented by the lexeme promotion. The review of the meanings of the lexeme promotion in English explanatory dictionaries further clarifies the situation in this regard. One of the English explanatory dictionaries notes that the lexeme promotion has three meanings. It is noted that one of these meanings, namely the third, expresses a terminological meaning related to the business sphere:

“Promotion 3. (business) A promotion is an attempt to make a product or event popular or successful, especially by advertising. Advertising and promotion are what American business does best” [5:618].

The definition given is, in fact, very suitable for the term promotion, which is actively used in the Uzbek segment of social media marketing. That is, it means the process of popularizing, popularizing a product or service, as well as its manufacturer and service provider, through advertising, thereby increasing sales. It should be recognized that this is extremely rich and specific compared to the relatively general explanation in the explanatory dictionary of the Uzbek language. In our opinion, the dictionary articles related to social network marketing terms in the “Explanatory Dictionary of the Uzbek Language” should be enriched with new information. Considering that we took the information from the latest edition of the explanatory dictionary (2022), it becomes clear that social network marketing terms and their characteristics need to be further studied. A similar situation can be seen in the analysis of the post lexeme. After all, the post lexeme has a homonymous nature in both English and Uzbek. At the same time, it should be noted that this lexeme is used not only in social network marketing, but also as a social network term in general. In this case, it is necessary to approach the terminological meaning of the lexeme on the basis of the generality-specificity relationship. This situation is often found in terminology in the case of the interpretation of general and specific levels of science.

The phenomenon of synonymy in terminological units has not bypassed the lexical units related to social network marketing. We can say that the relative newness of the field has not yet established a synergistic order in its terminology, which has led to the parallel use of some lexical units to express one concept. The following synonymous lexemes are used in the English terminology of social network marketing:

engagement, interaction - to express the interaction between users and content;

content marketing, content strategy - to express the process of creating and distributing content in order to attract and retain an audience;

followers, subscribers - to express account followers on a social network;

post, update, share - to express the process of displaying content on social networks;

reach, impressions – to express the process of reaching the audience in a social network;

brand awareness, brand recognition – to express the level of awareness of the audience about the brand in a social network. It should be noted that the literature on terminology mentions the

natural disappearance of such synonymy between terms over time. That is, one of the lexemes used as synonyms in the terminological system becomes dominant as a term. This requires the active participation of industry experts.

Analysis and results. At the same time, the use of an appropriated term and a unit of its own layer as synonyms is a common phenomenon in terminology. In this case, it is important that the appropriated term is semantically equivalent to a certain lexeme of its own layer. “The term must have the properties of systematicity, stability, monosemanticity, applicability, accuracy, correctness, transparency and translatability” [6:54-64]. The listed properties are directly related to the scientific method itself and can be said to be the effect of this method. Such strict requirements slow down the formation of synonymic relations in terminology. In many cases, absolute synonyms are formed when the lexeme of the own layer and the adopted layer are mutually synonymous in a certain field. Lexical doublets are one of the multifaceted lexical phenomena that have existed in the language since ancient times. “A lexical doublet is a pair of words that have two or more common origins in one language, which at some point became part of the language vocabulary as a result of re-appropriation, and which are semantically identical or have undergone semantic differences in different periods” [7:180-181]. It turns out that lexical doublets are practically indistinguishable semantically. As noted in the introduction, doublets may have differences at a certain period of language development, and may also have some differences in the future. Such synonymous lexemes are also found among social network marketing terms. For example, this is observed in the comment - comment pair.

Conclusion and Recommendations. Terminology studies the words of a layer whose scope is limited to a certain field. The semantic properties of terminological language units differ slightly from those of unbounded layer units. While the phenomena of synonymy and polysemy in unbounded layer units are evaluated as positive phenomena that provide speech convenience, in terminology they are evaluated as phenomena that undermine perfection and violate the requirements set for terms.

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