

## LEXICAL BORROWINGS IN ERGONOMICS BASED ON ELECTRONIC MEDIA IN UZBEK

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### Abstract

This article explores how foreign borrowings, especially English terms, are used in naming online media and services. It focuses on how internet ergonyms - names of online shops, platforms, and media pages - reflect globalization and modern branding. The lexical borrowings in the field of ergonomics based on electronic media in the Uzbek language are analyzed. Special attention is paid to foreign-origin terms such as *magic safari*, *magic mama*, *supermarket*, *minimarket*, *office*, *official*, and others that have entered the Uzbek lexicon through advertisements, digital platforms, and everyday usage. The study explores the semantic adaptation, phonetic assimilation, and functional roles of these borrowed words in the modern Uzbek linguistic landscape. The influence of globalization and media on the enrichment and transformation of the Uzbek vocabulary is also examined. The research highlights how these borrowings reflect socio - cultural trends and affect language norms, especially in commercial and technological domains.

**Keywords:** Ergonymy, foreign borrowings, internet media, English loanwords, digital branding, minimarket, supermarket, online office, linguistic globalization, language contact, commercial naming.

### Introduction

The relevance of the problem of lexical borrowings in ergonomics based on the material of electronic media of Uzbekistan is, in our opinion, in several key aspects: intensive development of information technologies and electronic media - in the modern world, electronic media play an important role in disseminating information, shaping public opinion and professional discourse. In Uzbekistan, the growth of digital platforms is accompanied by the active introduction of new terms and concepts, including those borrowed from foreign languages. The impact of globalization and international communications - with the expansion of interaction with the world community, including in the field of ergonomics (the science of designing workplaces and working conditions), there is a significant penetration of vocabulary from English and other languages. This creates linguistic dynamics and the transformation of the national lexicon. The need to study language processes in the professional sphere - ergonomics as an interdisciplinary field is closely related to technological innovations, where terminology is quickly updated. The analysis of lexical borrowings allows us to understand how new words are adapted and integrated, what problems arise when using them, and to assess the impact of these processes on the development of professional language. Impact on the preservation and development of the Uzbek language - the active introduction of foreign terms can lead to a change in the language system, which requires a conscious approach to their adaptation and standardization.

Aim of the article, is to identify borrowed words from Western European languages in modern Uzbek, focusing on their role in intercultural communication. The study material was drawn from functional areas of language use that are particularly responsive to social and cultural changes within the speech community. **The study employed a qualitative analysis of over 100 digital ergonyms collected from platforms such as Instagram, Telegram, and YouTube. The names were categorized based on their linguistic origin, structural composition, and communicative function.**

In this article, we will provide several quotations that support and illustrate the main points of my research.

N.Guseinova believes that the modern ergonym "undergoes significant transformation under the influence of foreign borrowings" [2, p. 5], "which are understood as lexical, graphic, and word-formation means originating from foreign languages"

N.Butakova understands ergonyms of foreign origin as "proprietary names of business associations that include a foreign-language component"[1, p. 9-10]. She believes that "ergonyms of foreign origin are a special linguistic phenomenon which, due to their polyfunctional nature, participate in shaping the communicative space of a city and serve as a means of modeling the onomastic consciousness of its residents (both nominators and recipients)"[1, p. 4].

E.Samsonova (Butakova) identifies the following trends in the functioning of foreign elements in ergonymy:

1. The use of foreign graphic means and the diversity of graphic representation of ergonyms.
2. The use of foreign word-formation means. [4, p. 17].

As can be seen from the examples provided, nominators most often use linguistic elements from other languages for advertising purposes. Yu. Deremenda emphasizes that such ergonyms are characterized by "increased markedness and recognizability, expressive sound, linguistic prestige, as well as the popularity of everything foreign and Western, along with an implication of cooperation with foreign partners, high quality of goods and services, and the uniqueness of the product"[3, p. 107].

The synthesis of various scholarly perspectives shows that modern ergonyms are undergoing a significant transformation under the influence of foreign linguistic elements. These borrowings - lexical, graphic, and morphological - serve not only as stylistic choices but also as essential communicative and cultural tools in the naming practices of business entities, especially in the context of globalization and digital media.

According to N. Guseinova, foreign borrowings contribute to the deep transformation of modern ergonyms, while N. Butakova highlights their polyfunctional nature, emphasizing their role in shaping the communicative space of cities and influencing the onomastic consciousness of both name-givers and recipients. E. Samsonova further identifies the increasing use of foreign graphic forms and word-formation techniques in ergonymy, revealing a trend toward internationalization in naming conventions.

Yu. Deremenda adds a crucial dimension to this discussion by noting that such ergonyms are marked by heightened recognizability, expressive sound, linguistic prestige, and associations with Western culture, high-quality products, and international cooperation. These characteristics enhance the attractiveness of brand names and help position businesses strategically within competitive, globalized markets.

In brief, ergonyms containing foreign elements serve not only as linguistic markers of modernity and innovation but also as powerful branding tools. They reflect broader socio-cultural shifts, aid in capturing consumer attention, and play a vital role in constructing a city's linguistic and commercial identity within the global context.

### Materials and Methods

This study employs a qualitative - descriptive approach to examine lexical borrowings used in Uzbek ergonyms, with a particular focus on names of popular businesses and restaurants in Tashkent as they appear in electronic media. The analysis combines **lexical**, **structural**, and **sociolinguistic** methods to explore the formation, adaptation, and communicative functions of foreign elements in the urban onomastic landscape.

Generic lexical borrowings frequently used in business naming, such as “**supermarket**”, “**minimarket**”, “**office**”, “**official**” which have been assimilated into Uzbek commercial lexicon; Brand and business names incorporating stylistic or compound foreign elements, such as “**Magic Safari**,” “**Magic Mama**,” which blend English-origin words to create memorable and marketable names;

Names of well-known Tashkent restaurants and cafes like **Restoran12**, **Kaspiyskaya**, **Lali**, **Karadeniz**, **Ember & Embar**, **Sette**, **The Choyxona**, **Resto**, **Toku**, **Рыбалove**, **Tanuki**, demonstrating a variety of borrowings from Russian, English, Turkish, Italian, Japanese, and hybrid forms.

#### *Methodological Approach*

The following methods were applied to analyze the data:

**Lexical Analysis:** Identifying foreign borrowings and their meanings. For example, “**minimarket**” and “**supermarket**” from English denote types of retail stores; “**office**” and “**official**” function as loanwords in professional and commercial contexts.

**Morphological and Structural Analysis:** Studying word - formation processes, including compounding (**Magic Safari**), blending (**Рыбалove**), clipping (**Resto**), and hybrid formations (**The Choyxona**).

This combination of methods provides a comprehensive understanding of how foreign lexical items are integrated, adapted, and used as strategic tools within Uzbek digital media and urban commercial contexts.

#### *The primary material consists of over 100 authentic business names (ergonyms) collected from:*

Online advertisements on platforms such as Instagram, Telegram channels, and Facebook;

Google Maps listings and Yandex Reviews of Tashkent.

Particular attention is paid to the names of well-known restaurants in Tashkent, such as:

**Restoran12** - a hybrid form where "restoran" is a Russified loanword (from French *restaurant*), and the number "12" adds a modern branding element.

**Kaspiyskaya** - derived from the Russian name of the Caspian Sea, indicating geographic identity and a Slavic cultural association

**Lali** - a short, brandable name of possibly Persian origin, chosen for its soft phonetics and memorability.

**Karadeniz** - a Turkish word meaning “Black Sea” reflecting culinary or cultural affiliation with Turkish cuisine.

**Ember & Embar** - English - origin name that uses alliteration and stylistic branding, suggesting Western sophistication.

**Sette** - Italian for “seven” often associated with fine dining or European elegance.

**The Choyxona** - a hybrid ergonym combining the English definite article “The” with the Uzbek word “choyxona” (teahouse), which modernizes a traditional concept for contemporary audiences.

**Resto** - a clipped form of "restaurant," borrowed from English or French, reflecting minimalism and trendiness.

**Toku** - a stylized Japanese or pan-Asian name, minimal and globally resonant.

**Рыбалove** - a playful combination of the Russian word *рыба* (fish) and the English word “love,” merging language elements to create a memorable brand.

**Tanuki** - a direct borrowing from Japanese, referencing a mythical creature, commonly used for branding sushi restaurants worldwide.

These ergonyms illustrate the diversity of foreign linguistic influence - from **English, Russian, Turkish, Italian, Japanese**, and even **Persian** - in modern Uzbek urban signage and advertising.

### *Analytical Framework*

To systematically analyze the material, the following methods were applied:

**Lexical Analysis** - Identification of loanwords and their original meanings, e.g, *Sette* (Italian “seven”), *Resto* (English/French shortening).

**Structural Analysis** - Investigation of morphological patterns such as compounding (*Ember & Embar*), clipping (*Resto*), and hybrid formations (*The Choyxona, Рыбалove*).

**Graphic Analysis** - Observation of script choices (Latin, Cyrillic, stylized forms) and their marketing functions.

**Sociolinguistic Interpretation** - Examination of the names' cultural connotations, prestige associations, and consumer appeal, drawing on theories by Guseinova, Butakova, Samsonova, and Deremenda.

This approach allows for a comprehensive understanding of how foreign elements are integrated into Uzbek commercial naming practices and how they shape the city’s linguistic identity in the digital era.

### **Results and Discussion**

The analysis of the collected ergonyms demonstrates a clear pattern of extensive lexical borrowing from multiple foreign languages, reflecting the globalization and modernization trends in the Uzbek commercial sphere. The findings show that such borrowings are linguistic tools for identity, appeal, and cultural integration in the digital sphere. Among the most frequent sources of borrowings are English, Russian, Turkish, Italian, and Japanese, which are integrated into business names across sectors such as restaurants, retail, and services. For example, the names of popular Tashkent restaurants like “**Restoran12**” and “**Kaspiyskaya**” show the influence of Russian and European lexical elements, while “**Karadeniz**” and “**Tanuki**” indicate cultural and culinary ties to Turkey and Japan, respectively. The hybrid names such as “**The Choyxona**” and “**Рыбалove**” combine native Uzbek or Russian words with English components, illustrating a linguistic blending that appeals to both local and cosmopolitan consumers.

These borrowed ergonyms are not only lexical insertions but serve important pragmatic and marketing functions. Following Yu. Deremenda’s observations, such names possess “increased markedness and recognizability” and confer a sense of prestige and modernity. This aligns with the strategic use of foreign elements to attract customers by signaling quality, international cooperation, and uniqueness.

Graphical analysis reveals a deliberate choice of scripts (Latin, Cyrillic, or mixed) and stylization that enhances brand visibility in electronic media and digital advertisements. This graphic diversity supports the linguistic adaptation of borrowed terms, allowing businesses to position themselves effectively in a competitive market.

**The findings indicate that English-derived elements are especially prevalent in digital names used in advertising, fashion, beauty, and technology sectors. This trend highlights an ongoing linguistic and cultural integration within the digital naming practices.**

**Semantic Familiarity:** Words like *supermarket* and *minimarket* are not translated but used directly, indicating both market globalization and semantic economy. A *supermarket* denotes a



large self-service retail store, while *minimarket* refers to a smaller, convenience-oriented store. These terms carry connotations of modernity and efficiency.

**Brand Identity:** Names such as *Magic Mama* and *Magic Safari* exemplify the trend of using English or English-like terms to evoke emotional responses and global identity. "Magic Mama" often appears in children's product advertisements, suggesting care, wonder, and maternal warmth. "Magic Safari" may be used for games, toys, or entertainment services, conjuring images of adventure and excitement.

**Verification Language:** The term *official* is widely used to distinguish verified social media accounts or authorized pages (e.g., "@brandname\_official"). Its application signifies authenticity and trustworthiness, an ergonomic necessity in a space saturated with duplicate or fake pages.

Moreover, borrowing enhances **interface ergonomics** when a user sees "supermarket" or "official" they immediately grasp the function without needing translation, which streamlines navigation and interaction.

### Conclusion

The analysis of ergonyms used in digital platforms demonstrates the significant influence of English and other Western European borrowings in shaping online naming practices. These borrowed elements not only enhance the recognizability and attractiveness of brand names but also reflect deeper processes of globalization and cultural integration. As demonstrated in the introduction, globalization and digitalization have facilitated increased contact with foreign languages, leading to the widespread adoption of English, Russian, Turkish, Italian, Japanese, and other lexical elements. These borrowings function not only as linguistic enrichments but also as strategic tools for branding, identity formation, and cultural representation. Their presence enhances the communicative effectiveness and market appeal of Uzbek businesses, reflecting broader socio-cultural transformations and the modernization of urban linguistic spaces. As digital media continues to expand, the use and perception of these borrowed ergonyms are likely to evolve, making this a promising area for further interdisciplinary research involving linguistics, marketing and cultural studies.

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