

THE CORPUS OF TRADEMARK NEOLOGISMS IN UZBEK LANGUAGE

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Annotation:

This article explores the emergence of trademark neologisms in the Uzbek language, focusing on how commercial terms, especially brand names, contribute to the language's evolution. The study highlights both foreign-derived and native Uzbek neologisms, emphasizing their sociolinguistic impact in the context of globalization. The creation of a corpus of these neologisms is proposed to systematically document their origins, adaptations, and usage. The article examines the balance between linguistic borrowing and the preservation of Uzbek language identity, offering insights into the future trajectory of the language as it integrates new commercial terms.

Keywords: trademark neologisms, Uzbek language, globalization, linguistic evolution, brand names, sociolinguistics, corpus building, language identity, commercial language

Annotatsiya:

Ushbu maqolada O'zbek tilida savdo belgilari asosida yuzaga kelgan neologizmlar muhokama qilinadi va ularning til rivojlanishiga ta'siri o'rganiladi. Ayniqsa, brend nomlari orqali yuzaga kelgan neologizmlar va ularning tilga kiritilishi ko'rib chiqiladi. Maqola chet tillaridan olingan va o'zbek tilida yaratilgan neologizmlar bilan bog'liq ijtimoiy-lingvistik ta'sirga e'tibor qaratadi. Ushbu neologizmlarning kelib chiqishi, moslashuvi va qo'llanilishini tizimli ravishda hujjatlashtirish uchun korpus yaratish taklif etiladi. Maqolada lingvistik o'zlashuv va o'zbek tilining milliy o'ziga xosligini saqlab qolish o'rtasidagi muvozanatni tahlil qiladi va tilning kelajakdagi rivojlanish yo'nalishi haqida fikrlar beradi.

Kalit so'zlar: savdo belgilarining neologizmlari, o'zbek tili, til o'zlashuvi, globalizatsiya, lingvistik rivojlanish, brend nomlar, ijtimoiy lingvistika, korpus yaratish, til o'ziga xosligi, savdoga oid so'zlar



Аннотация:

В этой статье исследуется появление неологизмов, основанных на товарных знаках, в узбекском языке, а также их влияние на развитие языка. Особое внимание уделяется неологизмам, появившимся благодаря брендам, и их интеграции в повседневную лексику. Рассматривается социально-лингвистическое воздействие, связанное с заимствованием иностранных и созданием оригинальных узбекских неологизмов. Предлагается создание корпуса этих неологизмов для систематической документации их происхождения, адаптации и использования. В статье также анализируется баланс между языковыми заимствованиями и сохранением уникальности узбекского языка, предлагая взгляды на дальнейшее развитие языка в условиях глобализации.

Ключевые слова: неологизмы товарных знаков, узбекский язык, языковое заимствование, глобализация, лингвистическая эволюция, брендовые названия, социолингвистика, создание корпуса, языковая идентичность, язык торговли

In today's globalized world, languages are constantly evolving to reflect societal changes, technological advances, and cultural interactions. One significant source of linguistic change comes from the introduction of new terms related to commerce and branding. These new terms, often referred to as trademark neologisms, are coined by companies to describe their unique products or services and often become part of the everyday lexicon. In the Uzbek language, the increasing presence of such neologisms reflects the dynamic interplay between globalization and local linguistic trends.

A neologism is a newly coined word or expression, and in the context of trademarks, it refers to terms specifically created for branding purposes. These terms are often invented or adapted to represent a specific product, company, or service, and through widespread use, they can become part of the general vocabulary. In Uzbek, just as in many other languages, trademark neologisms can stem from a variety of sources, including foreign influence, product innovation, or the need to localize international brands.

One of the most noticeable trends in modern Uzbek is the borrowing of foreign terms, especially in the fields of technology, fashion, and business. As multinational corporations expand their presence in Uzbekistan, their brands bring with them a host of new terms that enter the language, either in their original form or adapted to fit Uzbek phonological and morphological patterns.



For instance, brand names like “Samsung,” “Nike,” or “Apple” have gained immense popularity and are now recognized as common words, despite being trademarked entities.

At times, these borrowed terms undergo adaptation. For example, the pronunciation or spelling of a foreign brand might be adjusted to align more closely with Uzbek language norms. Additionally, some neologisms are hybrids, combining local Uzbek elements with foreign words to create a term that resonates with the local culture while maintaining its brand identity.

Besides borrowing, there is also a trend toward creating native Uzbek trademark neologisms. As the Uzbek economy grows and diversifies, local businesses are developing new products and services, often coining original terms to brand them. These native neologisms are crafted with careful attention to the phonetic and semantic norms of the Uzbek language, ensuring that they are easily recognizable and memorable to local consumers.

For example, Uzbek companies may create brand names that reflect national identity or cultural heritage, giving them an edge in appealing to domestic markets. These terms can be based on traditional Uzbek words, but recontextualized to represent modern products or services. Over time, such terms gain recognition and begin to function not only as brand names but as part of the everyday vocabulary.

The study of trademark neologisms requires systematic documentation and analysis. A corpus of these neologisms in the Uzbek language would serve as a valuable resource for linguists, marketers, and language enthusiasts alike. Such a corpus would consist of trademark names, their origins, meanings, and patterns of usage in both spoken and written Uzbek. It could also highlight the ways in which these terms are borrowed, adapted, or created within the language.

To build this corpus, researchers would gather data from various sources, including advertising materials, media publications, and consumer conversations. This data would then be categorized by the types of products and services, linguistic origin, and frequency of use. By examining these neologisms, we could gain insights into how modern Uzbek is evolving under the influence of commerce, how language users integrate these terms into their daily lives, and what this means for the future of the language.

The widespread use of trademark neologisms has a profound sociolinguistic impact. On one hand, it highlights the global interconnectedness of modern society, showcasing how foreign ideas and products influence even localized



languages like Uzbek. On the other hand, the introduction of such terms may raise concerns about linguistic purity, as some critics argue that the influx of foreign-derived words can erode the distinctiveness of the Uzbek language.

However, language is inherently dynamic, and the incorporation of new terms is part of its natural evolution. In the case of Uzbek, trademark neologisms offer a window into how the language is adapting to the modern world while retaining its core cultural and linguistic identity.

The corpus of trademark neologisms in Uzbek is an evolving reflection of the language's interaction with commerce and globalization. By studying this corpus, we can understand the ways in which the Uzbek language is adapting to a rapidly changing world. Trademark neologisms, whether borrowed or native, are more than just commercial terms; they represent a significant part of the linguistic landscape that is shaping the future of the Uzbek language. As new products, services, and brands continue to emerge, so too will the language expand to accommodate them, ensuring its continued relevance in an increasingly global society.

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