



MARKETING BORROWED TERMS INTO ENGLISH

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Abstract

Since marketing is a recently developed social science, it is hard to find English terms for some of its concepts. Consequently, marketing borrows terms from other fields at an accelerating rate in order to describe its progressive development. The result is that many terms are not standard English terms. Marketing language cannot be considered as academic language alone; it is also plain language. The symbols of yesterday's philosophy become the language of today's common sense. Thus, the terms alien to our common sense may lead to misunderstanding of our philosophy connected with current marketing.

Language plays an inherently essential and irreplaceable role in facilitating effective human communication and enabling a wide array of social activities. It serves as the conduit through which people engage in social interactions, captures the essence of social life, and forms the bedrock upon which society thrives. The diverse forms of language are intricately intertwined with the disparities that exist among various domains, be it trade, culture, or any other social field. It is worth noting that social alienation and communication disorders can potentially emerge as a result of social distances that arise in language exchange. As a means of comprehension and social bonding, language communication effortlessly enhances mutual understanding and intimacy, thereby facilitating the selection of appropriate communication channels. Consequently, language enables individuals to wholeheartedly express their desires, share vital information, and ensure a seamless customer experience, ultimately bridging the psychological gaps that may separate them. Considering that most language words have evolved from specific modes of logical thinking and philosophical connotations, the linguistic choices made by customers vividly reflect their core themes, interests, knowledge background, and other distinctive patterns of language behavior.

Language is an inherently social and symbolic creative system that facilitates communication and expression. Throughout history, it has been observed that different languages often adopt words from other languages in order to address their own linguistic requirements. This phenomenon holds significant relevance in the





realm of marketing as well. The meanings attributed to marketing terms are heavily influenced by this borrowing process. It is noteworthy that the propagation speeds and degrees of borrowed terms vary significantly, thereby resulting in discrepancies in translation accuracy. The rapid advancement of economic globalization has substantially broadened the scope of communication between countries. Consequently, it is immensely practical and worthwhile to undertake a comprehensive study of borrowed terms and the English language. Attaining a profound understanding in this domain not only assists in resolving cultural interaction issues, but also aids in comprehending the nuanced distinctions among diverse cultures. Thus, borrowed terms function as an invaluable linguistic resource that allows for effective communication and cross-cultural understanding. They are commonly perceived as linguistic loans, whereby a specific word from one language is assimilated into another language while preserving its original form.

The actual use of borrowed terms should focus on the requirements and characteristics of the discursive genres and writing and interaction of the academic name, so that the writers can effectively name the new concepts in English as typical of changes in this language and not understand the communication and writing processes as mere product generation and reproduction of ready-made models. The issues relating to the lexical and syntactic dimensions in the production of texts in English for teaching purposes are quite critical, in the measure in which the quality of a semantic dimension of the product is granted priority places a priority on active interactions between writer and readers the need to integrate those elements about the organization chosen the linguistic device (vocabulary, verbal, nominal and adjectival syntactic structures, which have *modus operandi*) and the range of that specialized domain. Furthermore, to help the discussion, it is necessary to point out the twelve terms through which the Borrows by Areas behaved and that they must travel to ensure that they become part of those texts that will be published essentially in specialized magazines.

The importance of the need for writing by combining linguistic resources from different cultures and combining ideas and semantic elements from different experiences feeds the expansion of the field of English for Specific Purposes, which has as a grave challenge to create a way to learn how to write in a non-dominant language effectively. Each time the individuals in their missions enter the need to disseminate their content through articles, books, theses and dissertations mainly in English. Many of these writing products must use borrowings from a specialized area, originated from a foreign language. In addition to being part of the multilingual and multicultural aspect of a language, they are typical elements of specialized languages





and due to their rapid expansion, many people are worried about the future of the English language. In addition to the vocabulary and its response in the knowledge representation, there is no reason to believe that the introduction of borrowings should constitute a serious problem.

Slogan. This term is the same in a number of Indo-European languages. We hear it often in all kinds of banners and commercials. But the first step backwards already makes us doubt and look through the languages of other families and civilizations. It helps to understand the communicative nature of this word. What is a slogan - a brief phrase with a meaning, often polemical. More precisely, a linguistic shortcut first of all bears a certain pronounced meaning, and the degree of polemics is determined by the linguacultural of the interlocutors.

Coupon. Another problem word for translation. Even the dictionary suggests that it is another word for a coupon - a commercial piece of paper by which a buyer has the right to receive a discount when purchasing a product or service. Moreover, the word has Russian equivalents (coupon, cisca). But, as is often the case with borrowed words, the carriers of the word are so reduced in the world and the term is so strongly associated with the actions necessary to use a coupon that a direct translation has appeared. There are, in fact, various ways to present a coupon from a discount card to a text message with the text of the promotion. However, the concept itself remains the promotion on the coupon "Buy one, have the second one for free." The same "coupon" in the window of the buyer's personal account indicates that he has the right to some benefit, not clearly defined.

Ringtone. This is a song for the mobile phone that a subscriber can listen to instead of the usual call signals when receiving a call. In the pre-smartphone era, vendors sent ringtones directly to subscriber phones through SMS, and for mobile operators, sales of ringtones had become a significant income item. In Russian, this word has been interpreted as ringing (of a phone).

In the process of linguistic adaptation, borrowed words in English are subjected to systematic phonetic and orthoepic changes that bring them closer in their sound form to native words. The peculiarities of the adaptation depend on how the lexical stem is represented by the sounds of the borrowing language. Thus, zero-adaptation, in terms of the degree of approximation of the foreign sound complex to the existing Russian one, is reflected in the fact that there are no articulation difficulties for the borrowings in our language (exposed-expose). In case of disappearance of several or a separate foreign speech sound in the phonetic adaptation, we deal with the so-called substitution adaptation (baby - babe). The development of current means for alphabetic coding of phonatory processes, the need to protect the phonetic law of the





Russian language, changes in the phonetic system of the English literary language and the language of a corresponding amount of contact necessitated the development of a new concept of adaptation at the level of spelling and rules for writing foreign phonemes. In the conditions of the excessive flow of borrowed items from foreign languages to the native language, a system of strict phonetic-adaptation rules has been introduced.

In conclusion, there are four great benefits of using borrowed terms: linguistic economy, a form of expression untranslatable into English, literal meaning in the original language with no pejorative associations, and connotative or material overtones. The coexistence of English and co-terminous foreign terms in specialized forms of English can lead to more economy and precision in discourse and analysis. While English is very flexible, those using specialized forms have sought to push this flexibility to even greater lengths. Borrowing foreign terms offers a new level of flexibility and economy. Certain borrowed terms appear to carry extra or unique connotations untranslatable into English or into idiosyncratic combinations of English words. Foreign terminological resources may indeed pave new theoretical terrains.

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