

**LINGUISTIC ANALYSES OF BORROWED COMPLEX WORDS IN THE RUSSIAN  
LANGUAGE BASED ON BEAUTY TERMS**

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**Abstract:** *This article explains linguistic analysis of naming the beauty terms products. In the area of dealing with the nomination types, particular emphasis is given to the specifications of goods names. The purpose of our article is to analyse borrowed complex words in the Russian language based on beauty terms and perfume names.*

**Key words:** *perfume, cosmetics, seme, nomination, semantic derivative, nominative complex*

**Introduction**

Language development and human cognitive activity are closely related, which makes identifying products of productive activity as well as mental activity necessary for creating new materials, goods, and objects. It encourages the creation of names that specify the attributes of goods, both qualitative and quantitative, and highlight their distinguishing characteristics. Trade, which involved the manufacture of things and their subsequent sale, was one of the first forms of human activity. Because the outcomes of this kind of human activity were primarily represented in terms of things, they need names that matched.

Finding out the structure of perfume and cosmetic names and the processes underlying their interaction is the aim of this article. It also reveals the types of nomination that are used to name corresponding classes and subclasses of these goods, traces the ways in which these types of nomination interact, and identifies the stages and procedures involved in forming and creating the naming units for these goods. The research's relevance is linked to current trends in linguistics that are concerned with how human activity processes—particularly those involved in naming consumer items and products—are reflected in language. Research on the structural and semantic levels of perfume and cosmetic items in particular

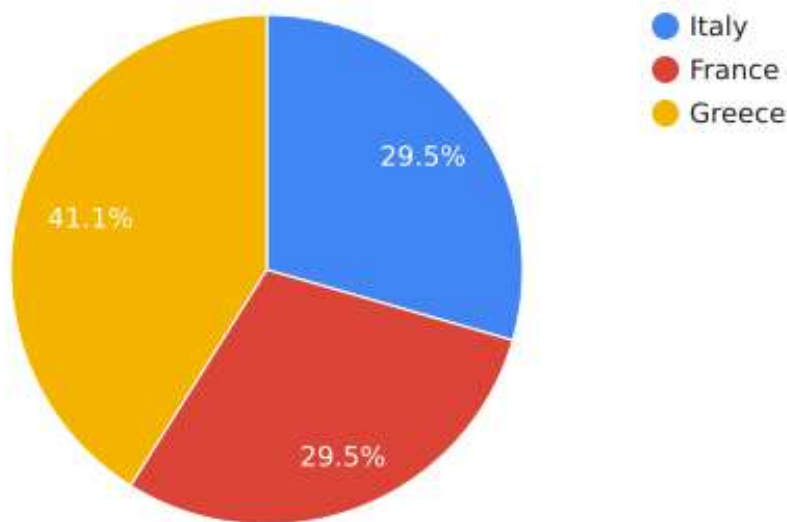
has been polyaspective, driven by the need to look into the naming of goods.

**Methods**

In this article, we used analytical method. In the beauty industry to ensure the quality and safety of products. Analytical method play a crucial role in the beauty industry by ensuring the safety, stability and quality of products, as well as complying regularity standarts and guidelines. Research on the structural and semantic levels of parfume and cosmetic items in particular has been polyaspective, driven by the need to look into the naming of goods. Research on name processes inside naming complexes in the context of internal interactions between nomination kinds is necessary, and this is where the scientific uniqueness of the work originates. The collection of naming schemes that correspond to matching cosmetics and fragrances is the focus of the study.

**Result and discussion**

Only the semantic understanding of sound imitation associations may serve as the motivation for simple language units.



A limited number of borrowed names—**Premiere, J'adore, Lunna Rossa, Capture Totale, Terre D'HERMES, Dahlia Noir, Mon Jasmin Noir, Omnia Coral, Nero Assoluto, Meteorites Perles, Hypndse Drama, La petite robe noire, Eros**—reflect the perfume and cosmetic traditions of France, Italy, and Greece. Borrowed names for cosmetic products and perfumes fall into the nonmotivated class since their structure and semantics are specific to the languages from which they originated. Phrases (**ageless bloom, bright diamond, wonderful garden, fresh rose, purple lilac, red apple, golden gloss, ideal shade, white linen**) or lexical units (**euphoria, poison, passion, miracle,**

**hypnosis, mystery, glamorous, obsession, signature)** can be used to generate an individual name as a naming unit.

Semantic derivation in the corpus of perfume and cosmetic names has its own specification. The ability to employ lexical units repeatedly realizes the potent naming potentials. All A individual names fall into one of two main classes based on the method of metaphorical transference and structural and semantic specification. There are terms in the first group. The names of items (**sensuelle, solutions, perceive, première, eros, la mer, signorina**) whose likeness is indicated and reflected are found in these naming units. The second group understands unit-phrase naming. Using the item name as a guide, two subgroups are created within the second group. There are naming units-phrases in the first subgroup (**Montblanc Legend, color designer, man extreme, blanc expert, terre d'Hermes, Lady million, 1 million, homme sport, bright crystal, Versace crystal noir, a new platinum night, for away; slip... into; secret fantasy kiss**) that are composed of an attributive component and an object name that is to be compared. The naming units-phrases (**pura blanca, rare sapphires, blooming bouquet, mon jasmin noir, cool water, acqua di parma, olive oil, hypnotic poison, Versace varitas, citrus chill, garden of Eden**) that combine an attributive component and an object name after going through a comprehension process are found in the second subgroup. Targeting the object, these B goods names-components include **eau de parfum, mascara, eau de toilette, eau de cologne, and cream**. These elements have an indirect relationship with the cognition-related things. The new men's fragrance, **Versace Eros Eau de Toilette spray**, has an individual name that is part of a naming complex. The semantic derivative in the **Guerlan la petite Robe black Eau de Toilette Spray naming** complicated The unique name "**la petite Robe noir**" lends the Toilette Spray its extralinguistic reality by highlighting its refined, elegant qualities that are typical of the high fashion industry. This is the environment where **Coco Chanel** created her evening gown pattern. The background information in this instance improves the topicalization of the possible seme: "**la petite Robe noir**" as an evening clothing pattern that served as a democratic substitute for painful and awkward corset-wearing versions (archseme) + "elegance, finesse and simplicity" (potential seme). Denotative correlation shifting is the basis for the realization of secondary occasional nomination expressed in individual names A. B product name-part The distinctive name of **Eau de Toilette is "Purple Lilac,"** and the multistage process led to the acquisition of this last name. The definition of "**Purple Lilac**" according to the dictionary is "**a bush or small tree with sweet-smelling**

**purple or white flower"**. The following phase is associated with the fading of the archseme **"bush, small tree,"** during which the sporadic seme **"eau de toilette"** forms. The seme displacement "bush, small tree eau de toilette" occurs next. Next, it is noted that the possible seme **"sweet smell"** is becoming more topical. The dictionary definition of the goods classificatory - B products name **«eau de toilette»** - «a liquid containing a little amount of perfume, used by ladies to make them feel fresh and smell lovely» - matches the sporadic seme form **"smelled nice"** <sup>31</sup>. Perfume manufacturing employs it» <sup>32</sup>. The occasional seme "eau de parfum" is created when the archseme **"flower"** is suppressed. This results in seme displacement. A potential seme that is **"fragrant"** is actualized following the redistribution of semes. This explanation matches the creation of the occasional seme "fragrant or pleasing scent."<sup>33</sup>.

The field of linguistic research, which primarily focuses on the terminological system, includes perfume and cosmetic goods since they are now undergoing the process of being named and given matching product names. The study of name is much narrowed when it is constrained by the terminology brackets. Consequently, the process of assigning unique names to certain class products is linguistically peripheral. When customers hear a product name that corresponds to a feature they are always reminded of, it is said to be associative. This feature recall is associated with the maker of the product or firm. Success for a product, business, or service is largely determined by its name. Names for cosmetics and perfumes do not come up suddenly or sporadically.

### Conclusion

The individual is a member of the language community and a complete reflection of reality. It was discovered that the primary element that best captures the qualities of a nominated fragrance and cosmetic product is its name. A single name arises from and is a reflection of certain kinds of nominations; secondary nominations take place and the leading is repeated. A unique name is a semantic derivative that is created by understanding or metaphorical transmission. Each of these occurrences demonstrates how the term "functional adaptation" works. It means that the gradual transition from the primary to the secondary nomination takes place. The object of nomination is changed; metaphorical transferring and trying to understand occur simultaneously. Functional adaptation is the

<sup>31</sup> Longman Dictionary of Contemporary English (2006). Harlow: Pearson Education Limited. 1951 p.

<sup>32</sup> English Wikipedia. URL: [https://en.wikipedia.org/wiki/English\\_Wikipedia](https://en.wikipedia.org/wiki/English_Wikipedia)

<sup>33</sup> Collins English Dictionary. URL: <https://www.collinsdictionary.com/>

realization of a nameproducer's desire to get a high-profit margin in the process of selling perfume and cosmetic goods.

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