

ENGLISH BORROWINGS OF BEAUTY INDUSTRY IN MODERN UZBEK MEDIA TEXTS

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Annotation: *In this article English borrowings of beauty industry in modern Uzbek media texts were analyzed. These Anglicisms are characterized by a high frequency of use in mass media texts and are actively included in the word formation system of Uzbek language as a basis for creating new derivatives. During the research web site leecosmetic.com/uz has been analyzed.*

Keywords: *Anglicisms, English borrowings, mass-media, beauty industry.*

The Uzbek beauty industry, like many others worldwide, has witnessed a significant influx of English borrowings in recent years. In this regard, the current process of internationalization of the Uzbek language is quite reasonably considered unprecedented, which is confirmed by the extraordinary increase in the number of Anglicisms-internationalisms continuously penetrating the linguistic system of these languages. This trend is particularly evident in media platforms, such as magazines, websites, social media, and advertising, where English terms have become commonplace. In our scientific article, we have analyzed several beauty web-sites, particularly leecosmetic.com/uz. According to E. V. Marinova [1], borrowing is a universal language process not only because all languages of the world are exposed to it, but also because it concerns units of different language levels (phonetic, lexical, morphological, syntactic) to varying degrees. It should be noted, however, that the process of borrowing is primarily subject to the lexical level, since "vocabulary. Any language is the most open, dynamic, constantly changing the system" [2]. Researchers set several reasons for borrowing words, among which both extralinguistic and intra-linguistic stand out. Extralinguistic reasons are considered, first of all, linguistic contacts of peoples and countries, international communication as trade, industry, technology, science and education, mass media, culture develop. Non-linguistic reasons also include socio-psychological reasons: firstly, the perception of a foreign language word as more prestigious than the original. Secondly, the communicative relevance of the concept denoted by a foreign language word. The process of borrowing English-language

vocabulary covers all spheres of life, including economic, financial, political, technical, household, business, sports, etc. [3]. Among all these areas, the phenomenon of "globalisation" has a particularly intense effect on the so-called "Beauty Industry". Today, the "beauty industry" is a fairly broad concept, including, on the one hand, the industry producing cosmetics, and on the other – a wide range of a range of services and technologies related mainly to the field of beauty, health and image (including cosmetology, salon business, SPA, plastic surgery, etc.). Let's explore some key aspects of this linguistic phenomenon:

Product Names and Brands: Many cosmetic products, particularly international brands, retain their original English names, such as "foundation", "mascara", "lipstick", "eyeliner" and brand names like "Maybelline", "L'Oréal" and "MAC".

Beauty Procedures and Techniques: English terms are often used for various beauty treatments and techniques, such as "contouring", "highlighting", "microblading", "lash extensions" and "botox".

Fashion and Style Terminology: English words are widely used to describe fashion trends, styles, and accessories, including "casual", "elegant", "trendy" "vintage", "hairstyle" and "outfit".

The material for the study was selected by a continuous sampling method from electronic mass media in Uzbek beauty web-sites. Among the most commonly used borrowed terms are the following internationalisms-Anglicisms:

“*BB kremi* va yashirgich terining ohangini tekislash va kamchiliklarni qoplash uchun ishlatiladi, ammo ular turli maqsadlarda xizmat qiladi”; “Tabiiy *eyelinerlar*: eng yaxshi ishlab chiqaruvchilarning eng yaxshi variantlari”; “*primer* sizni bo'yanishga tayyor yuz bilan ta'minlaydi va uzoq umr ko'rishga yordam beradi - bu shubhasiz haqiqatdir”; “Bu ixcham, qulay yashiruvchi *konturlar* ham ochiq...”; “Maxsus *maskara* mo'ljallangan ko'zlarga yumshoq ta'sir qiladigan quyuq...”; “Divage *microblading* effekti bilan uzoq muddatli qosh belgisi ...”;

There are several reasons for borrowings in our opinion. The global beauty industry is heavily influenced by Western trends and brands, leading to the adoption of English terminology. English is often perceived as a language of sophistication and modernity, making it an attractive choice for marketing and branding purposes. Some technical terms or concepts related to beauty products and procedures may not have direct equivalents in Uzbek, leading to the use of English terms.

English borrowings can enrich the Uzbek language by introducing new vocabulary and concepts, keeping it relevant to contemporary trends. Some may

express concerns about the overuse of English borrowings, fearing the potential loss of Uzbek linguistic identity. The blending of English and Uzbek creates a hybrid language style, particularly in informal contexts and social media, reflecting the dynamic nature of language use.

Thus, the influx of English borrowings in the Uzbek beauty industry media is a testament to the globalized nature of beauty trends and the influence of Western culture. While it raises questions about linguistic purity, it also highlights the adaptability and evolving nature of language in response to cultural exchange and modernization.

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