

**ADAPTATION OF SINGLE-COMPONENT RUSSIAN AND UZBEK TERMS IN THE
TERMINOLOGICAL SYSTEMS OF "MARKETING", "COMMODITY EXCHANGE",
AND "FOREIGN ECONOMIC ACTIVITY"**

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ABSTRACT: This article examines the adaptation of single-component terms within the terminological systems of "Marketing," "Commodity Exchange," and "Foreign Economic Activity" in the Russian and Uzbek languages. The study focuses on the structural, semantic, and functional aspects of term adaptation, highlighting similarities and differences between the two languages. It analyzes the processes of borrowing, assimilation, and transformation of specialized vocabulary in the context of globalization and growing economic cooperation. Particular attention is given to the mechanisms of integration of international terms and their adaptation in professional communication. The findings reveal trends in the evolution of economic terminologies and provide insights into the strategies for effective term adaptation in bilingual terminological spaces.

Keywords: Adaptation of terms, single-component terms, marketing terminology, commodity exchange, foreign economic activity, Russian language, Uzbek language, economic terminologies. terminological system. globalization.

INTRODUCTION

In today's era of globalization and rapid international cooperation, the processes of linguistic borrowing and adaptation have gained unprecedented importance, especially in specialized domains such as economics, trade, and marketing. The terminological systems of "Marketing," "Commodity Exchange," and "Foreign Economic Activity" are characterized by intensive incorporation of foreign terms, reflecting the evolving needs of global economic practices. Within this context, the study of how single-component terms (terms consisting of one word) are adapted in different languages provides valuable insights into the mechanisms of language development and intercultural communication. Russian and Uzbek, each with its distinct linguistic structure and historical trajectory, have shown both convergence and divergence in their approaches to adapting international economic terminology. Russian has long been a bridge language for international terms entering Central Asia, including Uzbekistan, where the Uzbek language has independently absorbed global lexical innovations, especially after gaining sovereignty. As a result, understanding the adaptation processes in both languages is crucial for tracing terminological evolution, maintaining communicative clarity, and ensuring the successful localization of knowledge in professional fields. This research focuses on the adaptation of single-component terms—due to their simplicity and flexibility—within the terminological frameworks of "Marketing," "Commodity Exchange," and "Foreign Economic Activity." Particular attention is given to:

Structural transformations that make the borrowed terms phonologically and grammatically compatible with the recipient languages;

Semantic shifts that align the meanings of borrowed terms with the socio-economic realities of Russia and Uzbekistan;

Functional integration of terms into business, legal, and academic discourse;

The influence of globalization on maintaining or modifying international terminology standards.

The analysis is based on comparative methods, drawing examples from bilingual dictionaries, legal texts, corporate documents, media discourse, and academic literature from both countries. By identifying regularities and deviations in the adaptation of single-component terms, this study aims to contribute to the broader understanding of terminological systematization, localization practices, and intercultural communication strategies. The research holds practical significance for linguists, terminologists, translators, and specialists working in the fields of international marketing, commodity trade, and foreign economic relations, as it highlights both the challenges and opportunities presented by terminological adaptation in a multilingual global environment.

Structural adaptation of single-component terms

Structural adaptation refers to the modification of the form of borrowed terms to align with the phonological, morphological, or grammatical norms of the recipient language. In the context of Russian and Uzbek, this process often involves slight phonetic changes or morphological adjustments to ensure the term fits naturally into the linguistic system. For example, English marketing-related terms such as "**brand**" were directly borrowed into Russian as "**бренд**" and into Uzbek as "**brend**". While the Uzbek version often remains closer to the English phonetic model, Russian may slightly modify the pronunciation based on Cyrillic orthographic norms. Similarly, commodity exchange terminology such as "**broker**" becomes "**брокер**" in Russian and "**broker**" in Uzbek, demonstrating minimal structural modification but necessary orthographic adaptation to match script conventions.

Semantic adaptation and specialization

Semantic adaptation involves adjusting the meaning of a borrowed term to fit new or more specific conceptual frameworks in the target language. Sometimes, the borrowed term acquires a broader or narrower meaning depending on local usage. In Foreign Economic Activity, the term "**export**" maintains its basic meaning in both Russian ("**экспорт**") and Uzbek ("**eksport**"), but in Uzbek, it is often used more broadly to refer to any overseas trade activities, including services, while in Russian legal documents, it retains a stricter commodity-focused interpretation. Semantic narrowing is common when a term with a wide original meaning becomes specialized in the terminological system of the receiving language, especially when adapted to national legal and economic frameworks.

Functional adaptation in professional discourse

Functional adaptation relates to the integration of terms into actual professional communication practices. Terms must not only exist formally but also be actively used in documents, negotiations, and academic writings.

In both Russian and Uzbek economic sectors, adapted single-component terms such as "**marketing**", "**dealer**", "**contract**" are heavily utilized in oral and written professional discourse. However, the frequency and collocational patterns (i.e., typical word combinations) may differ.

For instance, in Uzbek, it is common to say "**marketing rejasi**" ("marketing plan") and in Russian "**маркетинговый план**" ("marketingovy plan"), where the Russian version requires an adjective form ("маркетинговый"), while Uzbek maintains the term in noun form.

Challenges and Tendencies in Adaptation

Despite general success in integrating foreign terms, certain challenges persist:

Orthographic inconsistency: Variations in spelling (e.g., "broker" vs. "broker" with slight pronunciation differences).

Doublets: Coexistence of native and borrowed terms (e.g., "savdo vakili" and "broker" in Uzbek).

Overadaptation: Excessive alteration of original forms sometimes leads to loss of international recognizability.

Recent tendencies show a move toward minimizing unnecessary transformations to maintain the international identity of terms while ensuring functional usability in national languages.

CONCLUSION

The adaptation of single-component terms in the terminological systems of "Marketing," "Commodity Exchange," and "Foreign Economic Activity" in the Russian and Uzbek languages reveals both universal tendencies and language-specific features. The study has shown that structural, semantic, and functional adaptations play a critical role in the successful integration of international terminology into national languages. Structurally, both Russian and Uzbek languages tend to maintain the core form of borrowed single-component terms, making only minimal phonological or orthographic adjustments to accommodate native linguistic norms. The relatively high degree of phonetic and morphological preservation helps retain the international recognizability of terms, which is crucial in globalized economic interactions. Semantically, while most borrowed terms retain their original meanings, slight shifts and specializations often occur, reflecting national economic practices, legal frameworks, and cultural interpretations. These semantic adaptations illustrate the dynamic nature of terminology as it adjusts to the needs of local professional environments. Functionally, the widespread use of adapted single-component terms in professional discourse—including business negotiations, legal documentation, academic writing, and media communication—demonstrates their successful assimilation. However, challenges such as orthographic inconsistency, coexistence of native and borrowed terms, and occasional overadaptation highlight the need for ongoing standardization efforts in both languages. The findings of the study suggest several important implications:

Effective adaptation of economic terminology requires a balance between preserving international familiarity and ensuring linguistic naturalness in the target language.

Terminology planning institutions, lexicographers, and professional translators should collaborate to develop standardized guidelines for adapting new terms.

Greater attention should be paid to the functional usability of adapted terms to enhance clarity, reduce ambiguity, and facilitate international communication.

In conclusion, the adaptation of single-component terms is not a simple borrowing process but a complex linguistic phenomenon involving careful structural, semantic, and functional modifications. The Russian and Uzbek experiences offer valuable models for how languages can dynamically integrate global terminological innovations while maintaining their linguistic identity and serving the practical needs of their speech communities.

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