

**SEMANTIC FEATURES OF SOCIAL MEDIA MARKETING TERMS IN UZBEK AND ENGLISH LANGUAGES**

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**Abstract**

Social media marketing terminology constitutes a rapidly expanding lexical domain characterized by dynamic semantic processes such as borrowing, semantic extension, metaphor, metonymy, and abbreviation. This article provides a detailed comparative analysis of the semantic features of social media marketing terms in English and Uzbek. It examines how these terms are formed, adapted, and semantically transformed in both languages, highlighting universal patterns and language-specific realizations. Within the anthropocentric paradigm, the study interprets these semantic shifts as reflections of human communicative needs, digital social interaction, and cultural adaptation in the virtual environment. The findings reveal that while English serves as the primary source of innovation, Uzbek integrates these terms through borrowing, calquing, and semantic recontextualization, creating a hybrid terminological system.

**Keywords:** social media marketing terminology, semantic features, contrastive linguistics, borrowing, semantic extension, anthropocentric paradigm, Uzbek, English, neologisms.

**Introduction.** The emergence and rapid evolution of social media platforms have generated a substantial body of specialized terminology in marketing. Terms such as *hashtag*, *engagement*, *influencer*, *content creator*, *viral*, *story*, *reel*, and *user-generated content* have become central to professional and academic discourse. These terms are not static; they undergo continuous semantic change driven by technological development and human communicative practices.

In English, many of these terms originated through metaphorical extension or specialization within digital contexts. In Uzbek, they are predominantly borrowed from English and undergo various adaptation processes. A comparative semantic analysis is essential for understanding both the universal mechanisms of terminological innovation and the specific ways in which languages encode new realities of digital marketing.

This article aims to analyze the semantic features of social media marketing terms in English and Uzbek, compare their formation and transformation patterns, and discuss their broader implications within the anthropocentric paradigm.

**Methods.** The study adopts a contrastive-semantic and descriptive-analytical methodology. Data were collected from English and Uzbek dictionaries, professional glossaries, academic literature, and corpus examples. Semantic analysis focused on key processes: borrowing, semantic extension, metaphor, metonymy, polysemy, and abbreviation. Examples were selected from major platforms (Facebook, Instagram, TikTok, Twitter/X) and marketing contexts. The analysis integrates insights from cognitive linguistics and the anthropocentric paradigm to interpret how these terms reflect human social behavior and digital interaction.

**Results.** English social media marketing terminology is characterized by high productivity and semantic creativity. Key processes include:

– Metaphorical extension: *Viral* (from biological virus to rapid online spread), *hashtag* (from the # symbol to a tagging system), *story* (from narrative to temporary content format).

- Semantic specialization: *Engagement* (originally general involvement, now specifically user interaction metrics such as likes, comments, shares).
- Metonymy: *Influencer* (person who influences → professional content creator with commercial impact).
- Abbreviation and acronym formation: *UGC* (User-Generated Content), *ROI* (Return on Investment), *CTA* (Call to Action), *KPI* (Key Performance Indicator).
- Polysemy: Many terms acquire platform-specific or context-dependent meanings (e.g., *post* as noun/verb, *story* vs. *highlight*).
- Semantic Features in Uzbek. In Uzbek, social media marketing terms are mostly borrowed from English. Adaptation occurs through:
  - Direct borrowing with phonological adaptation: *influenser*, *kontent*, *viral*, *hashtag*, *stori*, *ril*.
  - Calquing and semantic translation: Some terms are rendered through descriptive phrases or partial calques (e.g., *foydalanuvchi yaratgan kontent* for UGC).
  - Semantic extension of existing Uzbek words: Certain native words acquire new digital meanings (e.g., *tarqalish* for viral spread).
  - Hybrid formations: Combination of borrowed roots with Uzbek affixes or syntactic patterns.

Uzbek terminology often retains the original English form in professional discourse while developing explanatory equivalents in educational or official contexts.

**Comparative Table of Selected Terms**

<i>English Term</i>	<b>Primary Semantic Process</b>	<b>Uzbek Adaptation</b>	<b>Semantic Shift in Uzbek</b>
<i>Hashtag</i>	Metaphor (symbol → tagging)	Hashtag / xeshteg	Direct borrowing, limited semantic change
<i>Engagement</i>	Specialization	Engagement / jalb qilish	Borrowed + explanatory equivalent
<i>Influencer</i>	Metonymy	Influenser	Direct borrowing, professional meaning
<i>Viral</i>	Metaphor (virus → spread)	Viral	Direct borrowing
<i>Story</i>	Extension (narrative → format)	Stori	Platform-specific borrowing
<i>Content</i>	Generalization	Kontent	Broadened to marketing contexts
<i>User-Generated Content</i>	Abbreviation + compounding	Foydalanuvchi yaratgan kontent	Descriptive calque

**Discussion.** The semantic features of social media marketing terms in English and Uzbek demonstrate both universal cognitive mechanisms and language-specific adaptation strategies. In English, metaphor and metonymy play dominant roles, reflecting the creative and dynamic nature of digital communication. These processes align with human tendencies to conceptualize new phenomena through familiar domains (e.g., biological virus → information spread).

In Uzbek, borrowing remains the primary mechanism, followed by explanatory equivalents and partial semantic extension. This pattern reflects the global dominance of English in digital marketing discourse while also showing the language’s capacity to integrate and localize new concepts.

From an anthropocentric perspective, these semantic shifts reveal how humans adapt language to new forms of social and economic interaction in digital spaces. Terms like

*engagement* and *influencer* encode not only technical metrics but also new social roles and power relations in the online environment. The rapid semantic evolution of these terms mirrors the acceleration of human communicative practices in the digital age.

Comparative analysis further shows that while English terminology emphasizes precision, measurability, and platform-specific innovation, Uzbek usage balances international standardization with local explanatory needs. This hybridity creates both opportunities for professional communication and challenges for terminological consistency and language policy.

The study of these semantic features also connects to broader linguistic themes, including neologism formation, cross-cultural terminology transfer, and the role of language in constructing digital identities and marketing realities.

**Conclusion.** Social media marketing terms in English and Uzbek exhibit rich and dynamic semantic features shaped by borrowing, metaphor, specialization, and cultural adaptation. English serves as the primary source of innovation, while Uzbek integrates these terms through direct borrowing and explanatory strategies.

A deeper understanding of these semantic processes contributes to contrastive linguistics, terminology standardization, and effective cross-cultural communication in digital marketing. Future research should focus on corpus-based studies of contemporary usage, the development of Uzbek equivalents, and the cognitive and cultural dimensions of semantic change in this rapidly evolving domain.

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