

THE PROBLEM OF GROUPING MARKETING TERMS IN SOCIAL NETWORKS

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Abstract

This article explores the issue of scientifically based grouping and classification of terms in the field of social media marketing (SMM). The article reveals the theoretical and practical significance of the accumulation and organization of lexical units in linguistics and analyzes the features of the development of terminology in the current conditions of digital communication.

Keywords: social media marketing, SMM terms, semantic classification, terminological set, lexical grouping, content terms, audience.

**IJTIMOY TARMOQ MARKETINGI TERMINLARINI GURUHLASHTIRISH
MASALASI**

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Annotatsiya

Ushbu maqolada ijtimoiy tarmoq marketingi (SMM) sohasidagi terminlarning ilmiy asosda guruhlashtirish va tasniflash masalasi tadqiq etiladi. Maqola leksik birliklarni to'plash va tartibga solishning tilshunoslikdagi nazariy va amaliy ahamiyatini ochib beradi hamda terminologiyaning zamonaviy raqamli kommunikatsiya sharoitida rivojlanish xususiyatlarini tahlil qiladi.

Kalit so'zlar: ijtimoiy tarmoq marketingi, SMM terminlari, semantik tasnif, terminologik to'plam, leksik guruhlashtirish, kontent terminlari, auditoriya.

**ПРОБЛЕМА ГРУППИРОВКИ ТЕРМИНОВ МАРКЕТИНГА В СОЦИАЛЬНЫХ
СЕТЯХ**

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Аннотация

В данной статье исследуется вопрос о научно обоснованной группировке и классификации терминов в области маркетинга в социальных сетях (SMM). В статье раскрывается теоретическое и практическое значение накопления и упорядочения лексических единиц в лингвистике и анализируются особенности развития терминологии в современных условиях цифровой коммуникации.

Ключевые слова: маркетинг в социальных сетях, термины SMM, семантическая классификация, терминологический набор, лексическая группировка, термины контента, аудитория.

The method of semantic classification is widely and actively used in linguistic research due to its high efficiency in relation to any object of study. This type of classification is based on the fact that a lexical unit represents its referent (object) in the real world, thereby revealing the

spiritual and contentual connections of the terms. Semantic classification allows us to divide the terms of social media marketing into the following main groups:

2) terms related to user audiences and interactions. Social media platforms, which are based on modern information and communication technologies, are designed to provide a virtual dialogue between people, accelerate the exchange of information, and strengthen social connections, which have become an important part of society's digital infrastructure. These platforms allow users to interactively communicate in real-time, share personal thoughts and experiences, and connect with various social groups and communities. Among their main functionalities are the creation of user profiles, the posting of content, private and group chats (chats), and the ability to quickly disseminate information to a wide audience. Social networks are strategically important not only as a means of personal communication, but also for marketing strategies, educational processes, research, and support for social change.

From a scientific point of view, social networks provide an extensive empirical basis for studying people's social behavior, information dissemination mechanisms, and group dynamics. For example, using the network analysis method, an in-depth analysis of the structure of connections between users, the direction and intensity of the information flow, as well as the sphere of influence of “marker” individuals (Influencers) is carried out. However, the negative aspects of platforms – misinformation, privacy and data protection issues, psychological pressure (the FOMO effect – fear of missing out) - are also among the relevant areas of modern scientific research. Social networks have become an integral part of modern society, and their influence in the social, economic, and cultural spheres is constantly growing. They not only simplify communication, but also open up new scientific and methodological opportunities, laying the foundation for the development of digital anthropology, sociology, and communication.

It is based on these factors that terms related to user audience and interaction (engagement) have been formed, which constitute an important semantic group of social media marketing terminology. The main terms included in this group include follower, viewer, like, comment, review, reaction, reminder, tag, DM (direct message). The common feature of these terms is that they express the content of the user's audience, their activity and interaction with the content. For example, “like” and “comment” refer not only to a normal reaction, but also to the level of emotional and cognitive connection between the brand and the audience. Thus, this semantic classification group serves to scientifically systematize the processes of audience segmentation, interactive strategies, and evaluation of results in social media marketing, as well as to identify the functional and semantic relationships of lexical units in linguistic research.

3) terms related to advertising and marketing. Although social networks were initially designed for virtual interpersonal communication, they have evolved into a multifunctional digital ecosystem that plays a significant role in global economic, social, and cultural processes. Advertising and marketing have played a crucial role in this evolution. Today, social media platforms serve not only as a means of personal communication but also as a strategic marketing channel for businesses and brands. Thanks to them, business entities have gained access to modern tools such as targeted advertising, content marketing, brand promotion, audience segmentation, and real-time market analysis. As a result, a system of special terms related to doing business and advertising on social media has been formed, and this process is in full swing to this day.

From a scientific point of view, social media marketing (SMM) is an important component of the digital transformation process, which is based on big data, algorithmic targeting, and personalization technologies. Platforms allow for the analysis of user behavior, the launch of advertising campaigns tailored to their interests, and the evaluation of marketing results using specific key performance indicators (KPIs). These changes have led to the

development of a scientifically grounded system of terms related to advertising and marketing activities on social media. The main terms included in this group include brand, promo code, cashback, targeted advertising, retargeting, conversion, CTR (Click-through rate), ROI (Return on investment), influencer marketing, includes affiliate marketing, sponsored post, enhanced post, A/B testing, sales funnel (sales funnel), and more. For example, the terms "promocode" and "cashback" not only refer to discounted offers, but also serve as mechanisms to incentivize user behavior and increase brand loyalty. On the other hand, the term "brand" is interpreted in social media environments as a strategic concept that creates an emotional and value-based connection with the audience, rather than simply being a product name. From a scientific point of view, these terms are used to measure and analyze the effectiveness of advertising campaigns, user engagement (engagement), the degree of brand interaction with the audience, as well as overall marketing results. This group of semantic classification reveals the economic and functional layer of marketing terminology in social networks and serves to study the dynamics of the sectoral development of lexical units in linguistic research. As a result, these terms not only regulate practical marketing processes, but also acquire important theoretical and practical significance in harmonizing the lexical richness of the Uzbek language with the requirements of the modern digital economy.

At the same time, artificial intelligence-based analysis serves to increase the effectiveness of social media advertising strategies to a more accurate, effective, and scientifically sound level. With the help of modern algorithms, machine learning and predictive analytics tools, it is possible to analyze user behavior in depth, predict their interests and personalize advertising content. This process helps to optimize resources and significantly improve the return on investment, increasing the effectiveness of advertising campaigns.

The impact of social media on business is not limited to advertising. It has become an important catalyst for the digital transformation process, providing small and medium-sized businesses with unparalleled opportunities for market competition. For example, startups can deliver their products and services to a global audience with minimal financial investment through social media platforms, quickly promote their brand, and establish direct, interactive relationships with customers. At the same time, these platforms enable the development of personalized marketing strategies by analyzing user behavior (clickstream data, engagement metrics) in real-time. This creates a competitive advantage in providing products and services that meet the individual needs and interests of consumers, as well as increases sales conversion. However, the rapid development of advertising and business activity on social networks also raises a number of difficult problems. Among these problems are the improper dissemination of information, privacy and data protection issues, ad fatigue, algorithmic biases, and socio-psychological pressure. "Social media marketing means engaging in promotion using a variety of tools, methods, and approaches. These tools reflect the main directions and actions aimed at increasing audience interest, as well as increasing demand for the services and products of a company or an individual"[1]. Due to the wide audience reach, the collection of live broadcasts, likes, shares, and comments, the scale of information dissemination has increased dramatically, and demand and interest have increased, leading to the creation of a consistent "feedback loop" (feedback chain) between the brand and the audience. User activity on social media serves multiple functions, including information dissemination, brand loyalty building, sales promotion, and social capital creation. However, the role of social media in business and marketing has become increasingly significant, and it has become an integral part of the modern economy.

In short, social media platforms have evolved from their original purpose of virtual interpersonal communication to become a complex, multi-layered ecosystem of global business, advertising, branding, and social interaction. This evolution process is constantly accelerating,

and it is expected that in the future, new technological advancements such as virtual reality (VR), augmented reality (AR), the Metaverse, and more advanced artificial intelligence models will contribute to the deeper integration and innovative development of these platforms. As a result, the semantic classification of social media marketing terminology not only regulates lexical units, but also becomes an important theoretical and practical aspect in strengthening the scientific and methodological foundations of the digital economy.

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